

AR SOPHE *Talk*



A word from the new Chapter President....

By Barbie Brunner, MEd, CHES

Hello Arkansas SOPHE members!

I am very honored to be serving as the President of Arkansas SOPHE and look forward to the many things that are coming this



year. If you haven't heard...the Arkansas SOPHE *Spring Into Wellness* conference is scheduled for February 23-24 at the Hilton Inn in Little Rock. This conference is an annual event to provide opportunities for continuing education, networking and fun. Please visit the Arkansas SOPHE website at www.arsophe.org for registration information.

Your Executive Committee has

been hard at work planning strategically for the 2005-2006 year. A day long session was held to commit to paper a plan that will move Arkansas SOPHE forward in the next three years. We'll have an opportunity to share a draft of

the plan with you at the *Spring Into Wellness* conference. We'll also be asking for your input and ideas to help strengthen the plan.

The holidays were a wonderful time this year for Arkansas SOPHE. Thanks goes to Arkansas SOPHE member Alison Rose for sharing this idea with us. The Arkansas Head Start program had classes to adopt. Arkansas SOPHE was lucky enough to be involved

with one of these classes. Kim Miller, Treasurer for Arkansas SOPHE, coordinated the effort with help from many of you Arkansas SOPHE members. We filled life sized stockings with gifts of both fun and usefulness. Read more about this project inside the newsletter. Thank you to those of you who donated your time and contributions.

I look forward to the coming months and serving as your President. Thank you for this opportunity.



APHA Conference Update

By Dana Smith, MS, CHES, CCE

The Arkansas Public Health Association's (APHA) annual conference is scheduled for May 10 – 12, 2006. It will be held at the Hot Springs Convention Center and Austin Hotel. The theme for the conference will be "*Merging Traffic....Finding One Voice*".

Each year, AR SOPHE works with APHA to provide a speaker for two sessions at the conference. This year, we have selected Misty Paschall to present. Misty will be presenting two

sessions on "Effective Public Speaking: Netting the Butterflies (or Big Giant Bats) for Effective Presentations". Her sessions will be held on Thursday, May 11 at 8:30 – 9:30 a.m. and continuing from 9:45 – 10:45 a.m.

Category I continuing education contact hours will be available for CHES and CPHE. We will provide more information as the conference nears, but in the meantime, if you need further information, please contact

me, Dana Smith, at smithdanam@uams.edu or 501-686-7791.



www.arkpublichealth.org

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SOPHE Mentoring Program *By Laura Mayfield, RN, CHES*

As a part of Arkansas SOPHE's strategic plan to "support and enhance the professional preparation and training of health educators and public health professionals" the student mentoring program was created. The purpose of the mentoring program is to help student members get more involved in Arkansas SOPHE and to assist them in preparing for a career in health education.

Mentors and mentees are still being recruited from the Arkansas SOPHE membership. Arkansas SOPHE needs your help as a mentor. Your expertise is greatly valued and needed by one of our students.

The following are suggested activities for mentors and mentees:

1. Mentor and mentee will outline at least three goals of the mentoring relationship.
2. Mentor and mentee should talk together

- at least one time per month about the mentee's past experiences, goals, plans, and skills, the mentor's career path, and useful problem solving strategies.
3. Mentor should invite mentee to meetings, conferences and other professional events.
4. Mentor and mentee should work together on job related activities (i.e. AR SOPHE initiatives).
5. Mentor should offer shadowing opportunities in job situations or other professional roles.
6. Mentor and mentee should exchange and discuss written materials (such as a document written by the mentee or an article valued by the mentor).
7. Mentor should assist mentees that are planning to take the CHES examination in locating resources and materials that would help the mentee prepare for the

exam.

8. Mentor should involve mentee in interacting with other people, including persons who could be of help to the mentee.

The mentee and mentor will be matched based on the mentee's field of interest when they graduate from college. Both the mentor and mentee will receive a handbook that will assist them as they begin their mentoring relationship.

If you would like a mentor or interested in becoming a mentor, please contact Laura Mayfield at (501) 686-7791 or lmayfield@uams.edu

Our Holiday Project: The Stockings Were Stuffed...

By Kim Miller, CHES

This year the AR SOPHE Holiday project involved 17 giant stockings filled to the brim with toys, books, play dough, snacks, crayons, coloring books, new under garments, toothbrushes, bubble bath/ soap, etc... you name and we had it. The thought of adopting a Head Start classroom came about during the October membership meeting. Once we heard more about Head Start the ideas started to flow.

Head Start and Early Head Start are comprehensive child development programs that serve children from birth to age 5, pregnant women, and their families. They are child-focused programs and have the overall goal of increasing the school readiness of young children in low-income families. At the meeting AR SOPHE voted to give \$400.00 to the project. Members



were encouraged to make donations to this worthwhile project.

With the donations of our members and AR SOPHE's donation it was time to shop. We were able to purchase so many fun toys and useful items for the children. It was decided that we would purchase huge stockings to put all of the goodies in. The stockings were actually bigger than the kids. For a personal touch SOPHE member, Janie Runkle, put each of the children's names on a stocking. On delivery day each SOPHE member present wore a headband with jingly reindeer ears. In tow with 17 huge stockings, cookies, raisins, and jingly ears we weren't sure what to expect from the four year olds we were about to meet.

Once we entered the room each child was so excited to see a stocking with their name on it. We were also able to provide gift cards from Target to the teachers. We were able to spend some time with the kids as they carefully

examined everything in their stockings. The kids and teachers alike were blown away. I had a chance to talk with one of the teachers. She was so grateful for what AR SOPHE was able to provide for the kids. She made the statement that the gifts could be the only things some of the children receive this holiday season. It was truly heart touching. Barbie Brunner, who was one of the Arkansas SOPHE members who helped deliver the gifts said... "I always receive so much back from the annual SOPHE Holiday project. The children were very thankful for the gifts but not half as thankful as those of us who were able to deliver the gifts and see their faces".....

I hope this is a tradition that AR SOPHE can carry on and spread to other Head Start classes across the state.



A Quick Note about National SOPHE from Your Delegate....

By Judy Smith, RN, BSN, LCCE, CBE

A new year is in place along with new national SOPHE board members. You can check them out at www.sophe.org.

Speaking of the website, if you get a chance, check out the newer and improved National SOPHE website. (www.sophe.org) They have been working to revamp the website for quite a while now, and part of it is up and running. It promises to be more interactive and user friendly, allowing online registration for conferences and membership, and the ability to communicate and network with SOPHE and committee members. Plans for the future include features such as an enhanced members' area, membership directory, library, news and announcements, and improved calendar.

As your National Delegate, I continue to participate in monthly conference calls for both the House of Delegates and Board of Trustees. Remember you can email me at smith-judyf@uams.edu or phone me at 501.686.7791 if you have any issues you wish for me to address with the National House of Delegates.

The SOPHE Annual meeting was held in December in Philadelphia, PA. If you recall, it was originally scheduled for New Orleans. One of the events in Philly included a fundraiser

for New Orleans which raised more than \$2000. National SOPHE has been active in other recovery efforts for the city also.

National SOPHE's annual midyear meeting is scheduled for May 4-7 in Las Vegas. The title this year is "Betting on Health Education: Increasing the Odds for Collaboration". To quote from National SOPHE, "This unique conference, offered in conjunction with CDC and Nevada SOPHE will include energetic skill-building workshops, 20+ plenary and concurrent sessions, a silent auction, and fun offsite events including several famous Las Vegas shows. Among the plenary speakers topping the billboard for the 2 ½ day meeting will be award-winning journalist Sally Squires, MA, of the *Washington Post*; John Seffrin, PhD, Chief Executive Officer of the American Cancer Society; Jay Bernhart, PhD, Director of CDC's National Center for Health Marketing; and many experts from the surrounding southwest. These speakers will address the five conference sub-themes: Lives in Transition - Seeking Better Odds; Making the Case for Public Health; Collaborating on Cancer Prevention and Control; Influencing Public Health Law and Policy; and Health Communication and Health Literacy in a Changing World." Online registration available soon.

The 9th annual Health Education Advo-

cacy Summit is to be held March 11-13 this year in Washington DC. This consists of 2-3 day meetings where participants can participate in basic or advanced-level advocacy training, attend briefings on specific legislative issues and/or arrange and conduct visits with members of congressional representatives or other federal officials in DC. For more info visit www.healtheducationadvocate.org. A student scholarship is available but hurry...the deadline for application is February 17!

I want to say how proud you should be, as I am, to be involved in AR SOPHE. As I see and hear of how other chapters across the country are faltering, we should really appreciate the enthusiasm, professionalism and involvement of so many associated with our state chapter! Other chapters across the nation are struggling with finding leadership, funds, and even membership. The National SOPHE House of Delegates just voted to allow the San Diego SOPHE chapter to be decommissioned and the Missouri SOPHE chapter or dissolve. Even more are in danger of the same. Keep up the hard work, folks and stay involved!

AR SOPHE T-Shirts Available Soon!

The new AR SOPHE t-shirts will be available at the 2006 Spring Into Wellness Conference. The shirts will have the AR SOPHE emblem on the front with this lively colored print on the back, designed by our



own Janie Runkle. These short and long-sleeved white shirts are available in various sizes (S-XXL). For more information, including pricing, please come by registration table at the conference.

Arkansas Board of Health Education Update *By Anna Haver, CHES*



Act 1237 of 1997 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 qualified health educators are providing services to citizens of our state. For this same reason, The Health Educator Practice Act is also beneficial to employers.

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 Cer-

tified Public Health Educators (CPHE). Two members represent the public at large.

Current members of the board include Donna Ferguson, Treasurer; Anna Haver, Chair; Laura Mayfield, Secretary; Carolyn Turturro and Pat Vannatta. In the past year, Genia Bullock of Texarkana and Mary Ann Moudy of Danville have been appointed members-at-large.

Currently, about 60 CHES (Certified Health Education Specialist) or CPHE (Certified Public Health Educator) are registered with the Board, and approximately 50 more are eligible to register. A CHES can register with the board by submitting a completed registration form along with a copy of the CHES card and a one-time \$25 fee. Certification will be renewed automatically each year that

CHES certification is maintained.

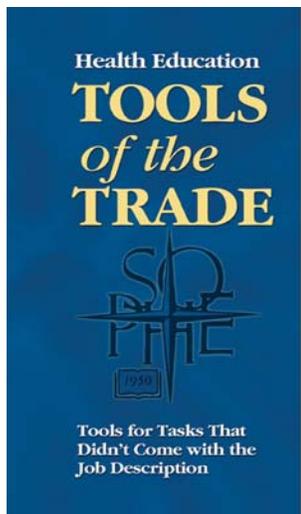
This year the board will be working with universities in the state to provide students majoring in Health Education with information on obtaining CHES certification and registration with the Board.

More information about the Arkansas Board of Health Education can be found at www.arhealth.org

National SOPHE's First Publication *Taken from National SOPHE www.sophe.org*

National SOPHE is pleased to announce our first book publication, Health Education Tools of the Trade: Tools for Tasks that Didn't Come with the Job Description. The book debuted hot off the presses at the 2005 Mid-year Scientific Conference in Boston, MA.

Health Education Tools of the Trade: Tools for Tasks that Didn't Come with the Job Description (ISBN 57931-035-4) is a soft-bound, 120-page



compilation of 29 Tools of the Trade columns, originally printed in News & Views and Health Promotion Practice. This collection offers easy-to-read tips for key health promotion and education functions and responsibilities, as well as tools addressing professional responsibilities that are not necessarily a part of formal education yet are inevitably part of the job.

Topics include program planning; evaluating; grant writing; teaching/training; community organizing; media advocacy; meeting and conference planning; making professional referrals; professional networking; working with volunteers; and much, much more. Already Tools is

making a splash among health education professionals. Order your copy of Health Education Tools of the Trade: Tools for Tasks that Didn't Come with the Job Description today! SOPHE members can purchase copies at a special member price.



Upcoming CEU Opportunities

For CHES/CPHE 2006-2007

February		# of CEU's
23 rd -24 th	AR SOPHE Conference- Spring Into Wellness, Hilton Little Rock Metro Center Contact: Mist Paschall at paschall@uamont.edu	9 hours
The following courses are provided MidSouth Prevention Institute. For registration information, call 501.569.8237 (Registration is required).		
24 th	Understanding the Prevention Certification Domains 9am-4pm	6 hours
29 th	Dating Violence Prevention 9am-12pm	3 hours
March		
2 nd	Arkansas Drug Trend: Meth and More 9am-12pm	3 hours
10 th	Understanding the Strategic Prevention Framework 9am-2pm	4 hours
29 th	Prevention 101 9am-4pm	6 hours
April		
6 th	Faith Connection: An Evidence Based Program for Faith Based Settings 9am-12pm	3 hours
12 th	Identifying Resistance Issues in Prevention 9am-4pm	6 hours
21 st	Building Grassroots Support Using Advocacy for Policy Change 9am-12pm	3 hours
26 th	Program Planning 9am-2pm	4 hours
May		
19 th	Evaluation 101 9am-4pm	6 hours
Please contact Dana Smith, Past President, at smithdanam@uams.edu for any questions.		

CHES Preparation

Certified Health Education Specialist (CHES) Preparation

Dates and Topics (6:00 p.m. – 8:30 p.m)

January 19	Introduction and Pre-test
February 16	Responsibilities I and II
March 2	Responsibilities III and IV
April 13	Responsibilities V, VI, and VII
April 20	Review

For more information, please contact Barbara Hager at blhager@ualr.edu



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To contribute to the next edition of **AR SOPHE Talks** contact Kanisha K. Caesar kkcaesar@yahoo.com



Arkansas Society for Public Health Education
P O Box 251169
Little Rock, AR 72225

Guess Who will be at This Year's Conference!

Join other individuals working in the areas of Health Education and Wellness Promotion at the 4th annual *Arkansas SOPHE Spring Into Wellness Conference*. Two keynote presentations along with four five breakout session from four separate tracks will provide opportunities for 9 CEU hours. The conference features a host of state and national experts in various fields including:

 Dr. Jon Robinson holds a doctorate in health education/exercise physiology and a master of science in human nutrition from Michigan State University where he is assistant professor. He has authored numerous articles on a variety of health-related topics and is a frequent presenter at local and national conferences including the American Public Health Association.

Dr. Robison specializes in health promotion and human behavior, with a particular interest in *why people do what they do and don't do what they don't do*. He is also co-editor of the journal Health At Every Size - and has been helping people with weight and eating-related concerns for more than 15 years.

 Dr. Beverly A. Browing is an international grant writer and grant consultant. She has demonstrated expertise in securing \$80 million in foundation, corporate, state, federal and local grants. She is the author of a dozen grant related publications including *Grant Writing for Dummies*, *Grant Writing for Educators*, and *Faithbased Grants*.

Dr. Mallary Tytel is the president and

 CEO of Healthy Workplaces, an organization that forces on best practices for individual and organizational development. She has served as a key advisor to senior level civilian and military personnel within the department of defense and The Prevention Think Tank. She is a nationally recognized expert in system theory, strategic planning, community development and outcome based evaluation.

Complete your registration at www.arsophe.org or complete the form below!



Mail the Registration Form to: Arkansas SOPHE, P.O. Box 251169, Little Rock, AR 72225

Name: _____ Agency: _____

Mailing Address: _____

Phone: _____ Email: _____

Registration: _____ \$100 Arkansas SOPHE Member
 _____ \$125 Non-Arkansas SOPHE Member (with one year of membership included)
 _____ \$ 65 One Day Registration
 _____ \$ 35 Student Registration