



# Coast to Coast

VOLUME 26 ISSUE 23

FALL 2007

## MESSAGE FROM THE PRESIDENT

Happy 2008, GLS-SOPHE Members!

I hope that everyone had a great holiday season as we inch closer and closer away from this Michigan winter and start to enjoy spring.

My first few months of presidency has certainly gone by quickly and I am thoroughly enjoying it. The learning curve for myself has been a big one, but I think I finally have all the acronyms and names down (please don't quiz me, though!).

A congratulations goes out to **Lisa Uganski** of the Ottawa County Health Department in winning the official GLC-SOPHE shirt drawing that was held in conjunction with the membership drive.

Thank you to all renewing members and a special thanks to the members who have joined for the first time. We look forward to meeting you at the upcoming **Spring Workshop** that will be held **May 8th at the Soaring Eagle Casino and Resort** in Mt. Pleasant. For those of you who have never attended one of our conferences, they are always very highly rated by the attendees (most people say they wished they had known earlier about the high quality of the programs we present) and the Soaring Eagle is a BEAUTIFUL venue with delicious food, free parking and a wonderfully accommodating staff. Be sure to mark your calendars, and continue to check [www.glcsope.org](http://www.glcsope.org) for more information.

Much has been happening at the national level, and I would like to give a special thanks to **Irene O'boyle** for representing us at the National SOPHE meetings and keeping us up to date on some of these very important changes for the coming year.

As always, I welcome comments, questions and concerns, so if you have any please feel free to contact us at [glcsope@gmail.com](mailto:glcsope@gmail.com)

Have a great spring, and see you in May  
Sincerely,

Heather Alberda  
Health Educator  
GLC-SOPHE President 07-08

## 2007-2008 EXEC.

### BOARD

#### PRESIDENT

Heather Alberda, BA

#### PRESIDENT-ELECT

Angela Beck, MPH, CHES

#### IMMEDIATE PAST

#### PRESIDENT

Carrie Chanter, MA, CHES

#### CO-VICE PRESIDENTS

Sara Wade, MS

Jena Williams, BS

#### SECRETARY

Alison Nix, MPH -MUP

#### ACTING TREASURER

Carrie Chanter, MA, CHES

#### NATIONAL DELEGATE

Irene O'Boyle, PhD, CHES

#### MEMBERS AT LARGE

Mark Minelli, PhD, CHES

Jennifer Crawford, BS, CHES

#### STUDENT MEMBER

Amy Cooper

Contact information can be found at :  
[www.glcsope.org](http://www.glcsope.org)

### *Inside This Issue*

<b>Save the DATE</b>	<b>2</b>
<b>Other Continuing Education</b>	<b>3</b>
<b>Local and National News</b>	<b>4-5</b>
<b>Health Literacy</b>	<b>6</b>
<b>Meet Your Leaders</b>	<b>7-8</b>

## NEWS

# Save the Date!

*GLC SOPHE Spring Workshop*

*May 8, 2008*

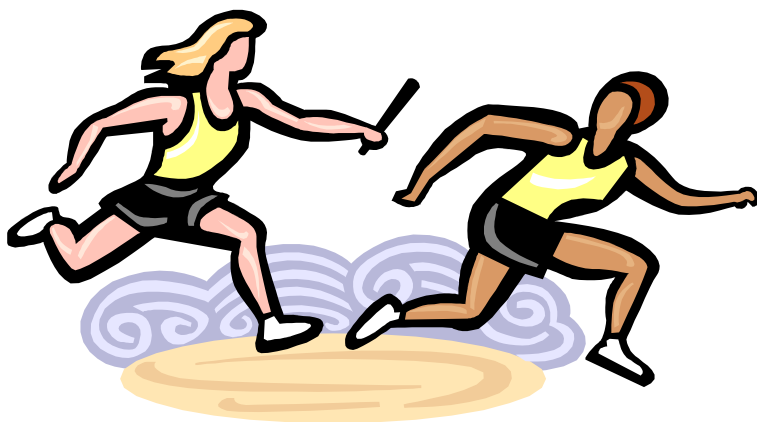
*“Advancing Health Equity  
through Health Education”*

This workshop will examine how organizations can educate, organize and advocate for changes that will advance health equity in their community. It will also look deeper into the root causes of the devastating socio-economic and racial health inequities in the United States.



## 2008-2009 Nominations!

Immediate Past President Carrie Chanter is beginning to plan for 2008-2009 nominations for the executive board. If you are interested in working a couple hours a month with a dedicated and FUN group of people, helping to keep our organization strong, relevant, and pro-active, please contact her at [cchanter@gchd.us](mailto:cchanter@gchd.us)



## CONTINUING EDUCATION

### Plan to Succeed

Scholarships available for Michigan's public health practitioners

***Budgeting and Accounting:*** Seven-week, online, mentored course from the Michigan Public Health Training Center. April 14 – May, 30, 2008.

This course will cover the development and use of budgets as planning and management tools for organizations. Considering the organization as a firm that must be managed within a set of financial constraints, participants will develop an understanding of those constraints, in terms of costs and revenues. Participants will learn how to use various measures of cost in making, planning, and operating decisions for their organizations. As part of the course assignments, participants will apply concepts in the course to situations faced by their organizations.

**Course objectives** include:

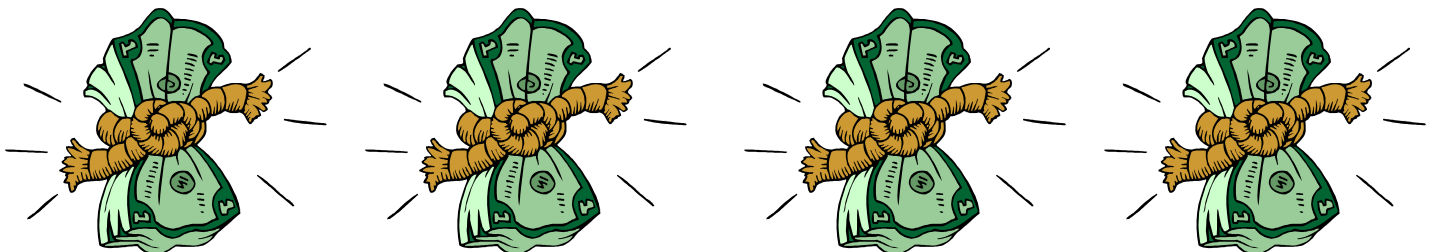
- Describe how to use cost measures in health organizational decision making
- Demonstrate how to develop and use a budget
- Illustrate how to develop measures of the cost of various public health and health care services

**Instructor:** Jack Wheeler, Ph.D., Professor of Health Management and Policy, U of M School of Public Health.

To register and for more information,

please visit us @

[www.mitrainingscenter.org](http://www.mitrainingscenter.org) or call 734.615.9439





## SOPHE NATIONAL NEWS



### Save the Date! Help Promote Children's Health and Protect the Environment!

Join us on Earth Day 2008 Tuesday, April 22<sup>nd</sup>, 2008 - 2:00-3:30 pm Eastern

#### **FREE Webinar on Reconnecting Kids with Nature for Health Benefits!**

Sponsored by: SOPHE, U.S. Fish & Wildlife Service, National Environmental Education Foundation, U.S. Forest Service, and the Bureau of Land Management

Please join us for presentations and dialogue regarding the various health benefits associated with reconnecting kids with our National Parks, Wildlife Refuges, and other forms of nature!

This event is open to all and will be archived on the SOPHE website at  
[http://www.sophe.org/content/cd\\_self\\_study.asp](http://www.sophe.org/content/cd_self_study.asp)

**An application to award up to 1.5 category I CECH's has been submitted to SOPHE. SOPHE is a multiple event provider of CECH's by the National Commission for Health Education Credentialing.**

### 2008 CDC Diabetes Conference

**May 5–8, 2008**

The CDC's Division of Diabetes Translation will convene its annual Diabetes Conference *May 5–8, 2008*, at the *Wyndham Orlando Resort Hotel, 8001 International Drive, Orlando, Florida*. The conference will bring together more than 600 participants from a wide range of local, state, federal, and territorial governmental agencies and private-sector diabetes partners.

#### **Conference Goals:**

Explore science, policy, education, program planning, implementation, and evaluation to enhance public health approaches and strategies to prevent and control diabetes. Increase knowledge and awareness of successful, cost-effective, public and private diabetes programs. Present innovative strategies to increase awareness of diabetes and how to prevent its complications. Provide opportunities for skill-building, information-sharing, and networking.

**Registration for the conference was opened in March 2008.**

For more information call: 407-351-2420 or 800-421-8001

Go to [www.glcsofpe.org](http://www.glcsofpe.org) for more information



---

## MICHIGAN GLC-SOPHE MEMBERS MAKING A DIFFERENCE!

---

Creating a healthier community through tobacco-free living is the mission that keeps **Marcia Knol**, health educator for the **Ottawa County Health Department**, very busy lately. Marcia has been working in tobacco prevention with Ottawa County for two years. Before coming to the Health Department, she taught biology labs at Grand Valley State University for thirteen years. As Marcia found when she joined the Health Promotion Services team at the Health Department, Ottawa County is blessed to have a vibrant, hard-working community coalition, Smoke-Free Ottawa (SFO), that focuses on addressing broad changes that can affect tobacco use and secondhand smoke exposure throughout the entire community. The Health Department works closely with SFO as a partner in promoting public health and as its fiduciary agent.

**Marcia, a Great Lakes SOPHE member, is the current chair of Smoke-Free Ottawa and credits the coalition with the huge progress that has been made in just the last year.** Smoke-Free Ottawa spear-headed two large campaigns in 2007 in response to the release of the Surgeon General's report, *The Effects of Involuntary Exposure to Secondhand Smoke*, released in the summer of 2006. That report definitively declared that there is *NO safe level of exposure to secondhand smoke*. That declaration was the impetus for SFO to develop a campaign to advocate for smoke-free indoor environments throughout the county. If successful, the coalition knew that not only would many, many individuals have significantly reduced secondhand smoke exposure, but there could be great secondary benefits - increased quit attempts on the part of smokers and fewer kids initiating smoking. Smoke-Free Ottawa procured grant funds to promote smoke-free dining establishments through the innovative use of a FREE Smoke-Free Dining Coupon Booklet and other incentives. Many restaurants responded to this opportunity to promote their smoke-free dining and many others took the opportunity to make the change to a 100% smoke-free policy. The impact was tremendous, and one year later, nearly 79% of Ottawa County restaurants and bars are smoke-free and the city of Holland ranks #2 in the state for the number of smoke-free restaurants.

The voluntary restaurant campaign was a wonderful vehicle to inform the entire community about of the serious health consequences of secondhand smoke exposure and to build support for comprehensive policy change to provide smoke-free indoor air to all workers. Marcia and the members of SFO partnered with Health Department administration and Tobacco Free Michigan to promote the adoption of a Public Health Code Regulation that would eliminate indoor smoking in all public buildings and all non-food service businesses (state law exempts restaurants and bars from local smoke-free regulations) in Ottawa County. In August, the Ottawa County Commissioners voted to pass this regulation and on January 1, 2008 Ottawa County became the 19<sup>th</sup> Michigan County to take this step toward protecting nonsmokers in the workplace from the second leading preventable cause of death.

For 2008, Smoke-Free Ottawa is busy repeating its popular Smoke-Free Dining Campaign and has implemented a new campaign to target youth smoking. All county high school age youth can compete in a tobacco-free video contest to win cash prizes and have their winning video shown at area movie theaters. The coalition is also developing minute long anti-tobacco commercials, based on local data, that will run prior to every movie at participating area theaters. These commercials aim to neutralize the effect that smoking in films has on teens - over 1,000 teens, every day, light up their first cigarette because of smoking in movies. For more information, please visit [www.SmokeFreeOttawa.org](http://www.SmokeFreeOttawa.org).

---

## LIMITED HEALTH LITERACY: A PUBLIC HEALTH PROBLEM

---

In 2006, Surgeon General Kenneth Moritsugu held a workshop on improving health literacy. The following is a summary of the findings of workshop participants.

The ability to read, understand, and act on health information is called health literacy. Health literacy impacts people of all ages, races, incomes, and education levels. It affects our ability to search for and use health information, adopt healthy behaviors, and act on important public health alerts.

- According to the National Assessment of Adult Literacy (NAALS), only 12% of Americans have proficient health literacy skills. The majority of adults may have difficulty completing routine tasks like understanding a drug label or vaccination table.
- There is strong independent association between health literacy and health outcomes. These outcomes include ER visits, hospitalization, self-reported physical health and mortality.
- Communication used by the health care system (such as reliance on written or verbal communication) contribute to poor health care, particularly for those with limited health literacy. Mitigation of these problems seems to be most effective for those with low literacy.
- Much of today's health information exceeds the cognitive capabilities of older adults, even those who are well-educated. Older adults have particular problems with medical issues when they must assimilate new information or make complex decisions about treatment.
- Quality of care is compromised when patients with limited English proficiency are not given access to interpreters or use untrained, ad hoc interpreters such as children.
- Communication designed for and by persons with low health literacy is often preferred by all readers since it is written in a clear and concise style.

### **Conclusions:**

1. Public health professionals must provide clear, understandable, science-based health information.
2. The promises of medical research, health information technology, and advances in health care delivery cannot be realized without also addressing health literacy.
3. We need to examine health literacy in the context of social, cultural, educational, and public health systems. Limited Health Literacy is not an individual deficit but a systemic problem that should be addressed by ensuring that health care and health information systems are aligned with public need.
4. More research is needed, but we have access to good information to make practical improvements in health literacy.

<http://www.surgeongeneral.gov/topics/healthliteracy/toc.htm>

## MEET YOUR LEADERS

### Sara Wade

Sara Wade is a Public Health Educator for Oakland County Health Department. In December of 2007, she received her Master of Science in Administration from Central Michigan University.

She has created a verity of Emergency Preparedness Resources, including a School Pandemic Toolkit which received recognition from National Association of Communities. As the Coordinator of the Cities Readiness Initiative (CRI) program, she trained over 900 school volunteers. She has presented at a number of National Conferences including: 2007 National Environmental Association National Conference in Atlantic City; National Congress for Secure Communities in Washington, DC; CRI Regional Meeting in Minneapolis, MN; 2006/2007 Michigan Association for Local Public Health Conference. Her responsibilities also include: website management, graphic design and the creation and implementation of Emergency Preparedness Plans.



### Jena Williams

My name is Jena Williams and I am the Co-Vice President for GLC-SOPHE. I recently graduated from Central Michigan University with a B.S. in Education. I am currently a physical education teacher at Holt Jr. High School. I love being around my 7<sup>th</sup> and 8<sup>th</sup> graders and having them challenge me everyday. I have been involved with GLC-COPHE for 2 years and was the student representative for 2006-2007. As a health teacher, I love being a part of GLC-SOPHE and being connected to the public health world. I love to cook, volunteer, and coach softball. In the past 6 months I have found a new love for running. Staying active is an important part of my life, as well as being around my family and friends.



My dream job would be teaching health education at the middle or high school level someplace warm all year round!



## MEET YOUR LEADERS

### Stephanie VanDerKooi

Stephanie VanDerKooi, a Great Lakes SOPHE member is currently a Health Educator specializing in Substance Abuse Prevention for the Ottawa County Health Department in the Health Promotion Services Team. She has worked there now for 3 1/2 years, and happens to be the current **Awards Chairperson for Great Lakes SOPHE**.

Stephanie has her bachelors of Science degree in Public Administration with a minor in Public Health from Grand Valley State University, a Masters of Public Health Degree from Walden University, and she is certified as a Prevention Specialist through the state of Michigan.

Currently, Stephanie works on a program called CHOOSE (Communities Helping Ottawa Obtain a Safe Environment) which works to prevent alcohol related injury and death in Ottawa County. She is a trainer of the TIPS Program (Training for Intervention Procedures) which trains licensed liquor establishments to serve/sell alcohol responsibly. She has now trained over 500 people in the West Michigan area and was also the June 2006 Trainer of the Month-a national recognition. She also is an Alumni Dutch Dancer.

Stephanie is married to Ross and recently, they added a new member to their family a baby girl, Emma Lynne on November 23, 2007.

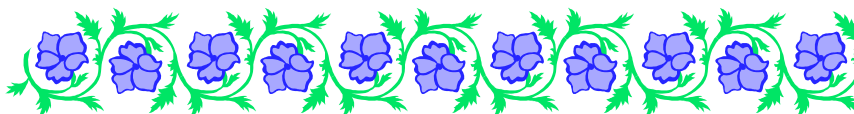


### Amy Cooper

Hello, my name is Amy Cooper. I am very excited to be the Student Representative for GLC-SOPHE this year. I am new to the organization, and have enjoyed meeting such wonderful leaders in health education. GLC-SOPHE has opened my eyes to the diverse opportunities of the health educator as well as the many roles they can play in the community.

I will be graduating with my Bachelors of Science in Health Care Education, from the U of M-Flint this April. I am currently doing my internship at the Lapeer County Health Department, WIC program, and hope to find a similar job upon graduation.

I have been married for nearly 11 years to my high school sweetheart, and have two children, Mia (6) and Ethan (4). We are also preparing our home for the arrival of Adam (15) who has been an important member of our extended family for 10 years.



## NOMINATIONS FOR AWARDS

---

Every year we strive to recognize stellar health educators . Many of us who work in this field know colleagues, organizations or students who have made significant contributions to our profession. Listed below are the categories.

### **GLC-SOPHE Distinguished Service Award**

Presented to a GLC-SOPHE member who has contributed significantly to accomplishing the goals of SOPHE and/or who has demonstrated distinctive commitment to the profession through consistent and high-quality health education activities.

### **GLC-SOPHE Honor Award**

Presented to an individual or organization that has contributed significantly to the field of health education or health promotion and has been instrumental in the advancement of the profession. Nominee is not required to be a GLC or National SOPHE member.

### **GLC-SOPHE Young Professional Award**

Presented to a GLC-SOPHE member who has excelled in the health education field during his/her first five years of professional experience.

### **GLC-SOPHE Student Award**

Presented to an outstanding student who has excelled as a health education student.

---

A nomination form is available at our website, [www.glcsope.org](http://www.glcsope.org), or contact Stephanie VanDerKooi [svanderkooi@co.ottawa.mi.us](mailto:svanderkooi@co.ottawa.mi.us) and let her know if you would like to nominate someone for one of the above categories .

Please send your nominations to Stephanie by April 30

**Thank you!**



**If you know of advocacy issues you'd like GLC members to get involved with, please contact our Advocacy Chair, Lynda Meade**

[lmeade2@gmail.com](mailto:lmeade2@gmail.com)

## GLC-SOPHE COMMITTEE CHAIRPERSONS

Advocacy Committee: [Lynda Meade](#)

Awards Review: [Stephanie Vandekooi](#)

CHES/CECH Review: [Sharon Schmidt](#)

Continuing Education: [Sara Wade](#) & [Jena Williams](#)

Historian: [Susan Dusseau](#)

Job Bank: [Lynda Meade](#)

Membership Committee: [Mark Minelli](#) & [Jennifer Crawford](#)

Membership Database Manager: [Kristin Roux](#)

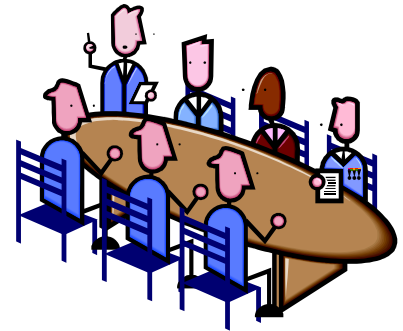
Newsletter: [Jill Dehlin](#)

Nominations: [Carrie Chanter](#)

Policy and Planning : [Angela Beck](#)

Professional Competence and Preparation: [Carrie Chanter](#) & [Irene O'Boyle](#)

Webmaster: [Lynda Meade](#)



Feel free to contact any chair if you have an interest in helping or have something you want shared with the membership!



Check out the **GLC-SOPHE** web site for the latest news, helpful links, job postings and more [www.glcsope.org](http://www.glcsope.org)

