



Coast to Coast

VOLUME 26 ISSUE 23

SUMMER 2008

MESSAGE FROM THE PRESIDENT

Hello New and Renewing GLC-SOPHE Members!!

My name is Heather Alberda and I am very excited to be your returning president for the 2009 year. This is my 7th year of involvement with GLC-SOPHE.

I have been a health educator for 8 years with my focus being Teen Pregnancy and Reproductive Health. I continue to work for the Ottawa County Health Department in Holland, MI. I truly enjoy my work and the people I work with. Some of my responsibilities include: co-chairing the Ottawa Youth Sexual Health Coalition (www.myspace.com/ottawacountyhealth) in which we hold an annual Pregnant and Parenting Teen Conference. This year we had close to 60 pregnant and parenting teens participate. I also chair the Challenge of Children Conference (a free parenting conference for Allegan, Ottawa and Muskegon counties with around 1100 participants annually), teach contraception and STI's in area middle/high schools and other community groups, and participate on local sex education advisory boards. My new passion is reaching youth through technology and promoting healthy sexual behaviors. This is one of the reasons I was so excited to hear that Michigan has recently contracted with ISIS-Inc in the creation of InSpot.org!

GLC-SOPHE also has had a great year!! Our annual Spring Conference was held at the Soaring Eagle Casino and Resort linking health educator's role in health disparities. We applied for and were awarded a \$250 mini grant that was used to sponsor a keynote at the Michigan Premier Public Health Conference in October. Our national delegate was able to attend both the mid year and annual conferences sponsored by National SOPHE!!

My goals for this upcoming year include:

- Membership, Membership, Membership!! We have one of the most active chapters in SOPHE. I would also like to have the chapter with the most members! In 2008 we had 70 members join GLC-SOPHE.
- Keeping our website up to date and user friendly for all health educators in the Great Lakes area. Members, please forward any information that you would like to highlight and share with others in GLC-SOPHE.

(Continued on page 4)



<i>Inside This Issue</i>	
National SOPHE News	2
GLC-SOPHE News	4
Introducing your E-Board	5-7
Advocacy	8
Upcoming Conferences	9

2008-2009

EXECUTIVE BOARD

PRESIDENT

Heather Alberda, BA

PRESIDENT-ELECT

Angela Beck, MPH, CHES

IMMEDIATE PAST PRESIDENT

Carrie Chanter, MA, CHES

CO-VICE PRESIDENTS

Tracy Metcalf, BA
Sara Oleniczak

SECRETARY

Alison Nix, MPH -MUP

TREASURER

Carrie Chanter, MA, CHES

NATIONAL DELEGATE

Irene O'Boyle, PhD, CHES

MEMBERS AT LARGE

Jennifer Crawford, BS, CHES
ONE POSITION UNFILLED

STUDENT MEMBER

Unfilled

NATIONAL SOPHE NEWS

Tools to Improve Health Literacy

SOPHE Unveils Resource Guide for Improving Health Literacy

Washington, DC - To address the challenges associated with low health literacy, the Society for Public Health Education (SOPHE) has developed a comprehensive resource guide, *Improving Health Literacy: **Tips, Tools & Resources for Health Educators.***

The 20-page guide is designed specifically to aid health educators and health providers in understanding the problem of low health literacy and implementing effective strategies to address it.

According to the National Assessment of Adult Literacy (NAAL) released in 2006 by the U.S. Department of Education, only 12 percent of consumers have proficient health literacy skills¹— suggesting that nearly nine out of ten adults may lack many of the skills necessary to sufficiently manage their health. Low health literacy can affect people's ability to locate health care providers and services, complete health forms, share personal health information with providers and manage chronic diseases and engage in self-care.

"Health educators are uniquely positioned to help bridge the gap between the information disseminated by the health care system and the knowledge and skills of the consumers who use it," explains M. Elaine Auld, MPH, CHES, Chief Executive Officer of SOPHE. "This guide underscores the need for a comprehensive set of strategies for improving health literacy—including plain language techniques, culturally and linguistically appropriate communications, field-tested materials, as well as advocacy efforts to make health literacy a priority across organizations."

The resources listed in the guide are divided into three sections:

- Resources for developing easy-to-understand health education materials;
- Curricula and tools for community health educators; and
- Tools for advocating for health literacy improvement.

Two hand-outs are also included for creating plain language health education materials and implementing advocacy and outreach efforts to improve health literacy. These can be copied and shared with colleagues and community partners.

To order a copy of *Improving Health Literacy: Tips, Tools & Resources for Health Educators*, please visit <http://www.sophe.org/store.asp>.

Price: \$16 National SOPHE members, \$20 non-SOPHE members, plus shipping.

1 National Center for Education Statistics. 2006.

The Health Literacy of America's Adults: Results From the 2003 National Assessment of Adult Literacy. Washington, DC: U.S. Department of Education.



A BRIEF HISTORY OF NATIONAL SOPHE

SOPHE was founded in 1950 as an individual membership organization. The first regional chapter to be recognized was the San Francisco-Bay Area Chapter in 1962. The National Capital Area and Southern California chapters were recognized in 1963. By 1978, 18 local chapters had been recognized by the SOPHE Board of Trustees. To be recognized as a chapter during this time period, 51% of a chapter's members were required to be National members.

As early as 1979, the Board was asked to reconsider this requirement. While the size and number of SOPHE chapters had grown, most were no longer in compliance with the 51% national membership requirement. Task Force I on Organization and Structure was appointed with one of its charges to explain the role of the local chapters, specifying the financial implications for SOPHE if the 51% requirement were changed. Questions that were to be explored included:

- How should those SOPHE members who do not belong to chapters be represented?
- Should a mechanism be established whereby a person pays one fee that enables him/her to join national and a chapter?
- Should chapters have some type of proportional membership on the board, based on the number of national members?
- How can the membership become more involved in national activities?

Task Force II on Organizational Structure was then appointed in 1980 to examine board representation and governance. In 1983, bylaws changes were passed in order to create the House of Delegates. The following requirements were also put into place at that time: chapters must redesignate (reapply) every three years, have 15 national members, develop an annual action plan, have the financial capability to send an elected delegate to the House of Delegates' meetings, and insure that the chapter president and delegate be national members. The House of Delegates would be composed of one elected representative from each designated chapter, and half of the standing committees of the Board of Trustees were required to report to it. Thus the Chapters would have more responsibility and a greater voice in the organization. The president-elect of the Board of Trustees would preside over the House of Delegates. Four delegate trustees would be elected from the House of Delegates to represent it on the Board of Trustees.

It took six years, two task forces and a tremendous volunteer effort to create the House of Delegates. Yet, within a few short years, the issue of national-chapter relations was at the forefront of the organization again. As early as 1989, a unification task force was established to explore the question of a single membership policy. The goal was to have a unified SOPHE membership by 1994. However, this idea never had enough support to take hold and was not pursued after 1993.

Beginning in 1996, the House of Delegates began meeting with the SOPHE Board of Trustees. Over time it was recognized that combining these two separate voting bodies led to confusion. In 2002, the Governance Task Force on Excellence was formed by President Fran Butterfoss to evaluate the structure of the Board and the House and make recommendations to improve the functioning of the Society. The task force recommended bylaw changes, which passed in 2003.

(Continued on page 8)

GLC –SOPHE NEWS

Message from GLC-SOPHE President Alberta (continued from page 1)

- Continue to advocate for health educators in Michigan.
- Promote the importance of GLC-SOPHE to area schools of public health.
- Renew our strategic plan to align with that of National SOPHE
- Represent GLC-SOPHE on the Healthy People 2020 Consortium as well as develop our new partnership with the Michigan Cardiovascular Alliance

For over 39 years now GLC-SOPHE has been on the front lines, helping health educators improve the standards of wellness and health in the Great Lakes area. Please join us and be a proud member of one of the most active SOPHE chapters in the nation!! Together, we will continue to strive to make GLC-SOPHE the premier public health organization in Michigan.

Sincerely,



Heather Alberda
Health Educator
GLC-SOPHE President 08-09



Birth Announcements

We are happy to announce the arrival of two bouncing baby boys to current e-board members (and former presidents) Carrie Chanter and Jen Crawford. It looks as if they planned this...Babies were born a day apart, and were nearly identical in size.

Carrie's son, Thomas Aaron Chanter, was born Sunday, November 30th at 4:43pm. He weighed 8lbs, 4ozs and was 20.5 inches long.

Jen's son, Blake Hamilton Crawford, was born December 1, 2008 and weighed 8lbs, 14 oz and was 20 inches long.



Blake Hamilton Crawford

Congratulations Carrie and Jen!



Thomas Aaron Chanter

2009 E-BOARD MEMBERS

Angela Beck, President-Elect

Angela works as Program Manager for the Office of Public Health Practice at the University of Michigan School of Public Health. Ms. Beck is a former Association of Schools of Public Health/Health Resources and Services Administration Fellow who worked on the national Public Health Training Center Program. She received her Bachelor of Science degree from Michigan State University and a Master of Public Health degree in health behavior and health education from the University of Michigan, where she is currently pursuing a doctoral degree in health behavior and health education.



Her current professional memberships include the American Public Health Association and the Society for Public Health Education. Ms. Beck also serves on the Board of Directors for the Michigan Public Health Association

Sarah Oleniczak, Co-Vice President

As a new recruit to the GLC-SOPHE Executive Board I was asked to provide a brief bio of what I'm doing now. They also said I had to include a picture – so, being that I don't have a picture handy at work to email, I though this picture was a good representation. I have always found that as a health educator, one has to be able to juggle multiple jobs and as an administrator, one has to have a sense of humor to survive.



Okay, so the first thing you may as well know is that I think I have a sense of humor. It has served me well over the past 24 years in the field of public health education at District Health Department #10. For the past eleven years I have served as Director of the Health Promotion Division which includes a variety of health education programs and our Family Health Unit including BCCCP, Family Planning and an HIV Case Management program. For those of you unfamiliar with DHD#10, we are a 10 county health department with an office in each county, covering a geographical area over 5,796 square miles [which is larger than 3 states in the U.S – I'm going to let you look that one up!] – hence the need for a sense of humor.

On a personal note, I have three sometimes wonderful children – Emily, 19 (currently surviving her first year at Aquinas College); Joe, who will be 17 in March; and Andrew my baby, who will be 12 in May. Oh yeah, I also have a husband of 23 years who can be wonderful as long as no one is looking -he hides it well. So, now you know I am really, really old.

As a new member of the E- Board, I look forward to my role as Co-vice President in working on the continuing education needs of Chapter members. I also look forward to building new relationships and rekindling old ones.

2009 E-BOARD MEMBERS

Tracy Metcalf, Co-Vice President

My name is Tracy Metcalfe. I currently work for the National Kidney Foundation of Michigan in the Grand Rapids regional office. I am the Senior Program Coordinator for the TENDON (Ten Counties Diabetes Outreach Network) program. I am married and have one son (4 years old) with another baby on the way. I like to spend time playing with my son, going to the park, hanging out with friends and scrapbooking.

Carrie Chanter, Immediate Past President

Carrie Chanter is a Health Educator for the Genesee County Health Department. In this role, she works in the areas of Communicable Disease, Immunizations, Emergency Preparedness, Quality Assurance and other pertinent public health areas. Currently she is involved in several Emergency Preparedness efforts region wide. Carrie also assists the Genesee County Health Department's emergency preparedness coordinator in planning communications and outreach efforts. Carrie received her Masters of Arts in Health Promotion Program Planning from Central Michigan University, and is a Certified Health Education Specialist. She served as President of GLC-SOPHE in 2006-2007. Carrie has been married to Brad for 5 years. They have a new baby, Thomas Aaron, born 11/30/08, and a somewhat jealous yellow lab named Austin.



Alison Nix, Secretary

Alison Nix is serving her second term as GLC-SOPHE Secretary. She is a Program Manager with the American Lung Association (ALA), working in their Lansing office. Alison oversees program implementation of both tobacco and asthma programs in a 14-county territory. She is a Facilitator Trainer of the national ALA tobacco cessation program *Freedom From Smoking* and the regional asthma education program *Asthma 1-2-3*. Prior to her position at the American Lung Association, Alison worked as a project liaison with the Michigan Association for Local Public Health and the Governor's Council on Physical Fitness, Health and Sports for three years. Alison earned a Bachelor of Science in Community Health Education from Western Michigan University in Kalamazoo and her Master of Public Health and Master of Urban Planning at the University of Michigan. Alison lives in Ann Arbor with her husband, spending her free time being physically active and with family and friends.



Jen Crawford, Member-at-Large

Hi there. My name is Jen Crawford, and I am excited and proud to be serving as Member-at-Large for GLC-SOPHE. I have been a member of the chapter for over ten years and have served on the executive board in many capacities.

In addition to serving on the board of GLC-SOPHE, I am the Prevention Coordinator for the Saginaw Chippewa Indian Tribe's Behavioral Health Program. I have been in my current position for over six years, and my main responsibility is supervising the substance abuse prevention program and coordinating the Girls on the Run of Isabella and Gratiot Counties Program. I am also an adjunct faculty member in the health professions department at Central Michigan University.

I received my bachelors degree in public health education and promotion and a master of science in administration both at CMU.

I am blessed to have such a wonderful family! My husband Kris and I have been married for over eight years and are so proud of our two sons: Trevor, who is six years old, and Blake who was just born in December 2008.



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



BRIEF HISTORY OF SOPHE (FROM PG 3)

As a result, the House of Delegates began meeting separately from the Board of Trustees, and the position of Speaker of the House was created. The Speaker of the House became the official leader of the House of Delegates and an ex-officio member of the Board of Trustees and Executive Committee. It was the first time that the House of Delegates had representation on the Executive Committee. Despite these sweeping changes, chapters found themselves struggling with financial and leadership issues. In December 2005, the President's Task Force on the State and Status of Chapters was formed by President Stephen Gambescia to review the recent changes in the governance structure and the impact on the Chapters. Recommendations to address chapter needs were reported in 2006. An implementation task force convened by President Libby Howze continued those efforts during 2007, which led to the bylaw changes passed by our membership that went into effect in October 2008.

It's been a long journey from the first chapter designation to today, with many of the same questions and struggles that first arose 30 years ago continuing to be addressed. Questions asked about the role of chapters and national back in 1979 were very much the same ones asked during the newest revision of our bylaws. I hope you have enjoyed this brief look back over the history of the House of Delegates and the chapters; I believe that knowing our history will help continue to move our organization from good to great.

Kathryn S. Meier, MPH, CHES
National SOPHE President

ADVOCACY



The [Campaign for Smokefree Air \(CSA\)](#) is a grassroots coalition committed to creating smokefree workplaces in Michigan. CSA is working to pass legislation to [Make MI Air Smokefree](#).

Although there were many highs and lows in 2008, smokefree legislation moved more than in any previous attempts. CSA heard from several lawmakers that they received more calls from their constituents in support of smokefree air than on any other issue facing the legislature. Keep up the great work! Our progress is not possible without dedicated advocates like you! In 2009, the Campaign for Smokefree Air will continue the fight for smokefree workplaces for all Michigan residents and encourages advocates to continue the fight as well. Remember, the state House has 46 new representatives in office, so make sure you know who your local legislator is and voice your support for smokefree air.

The Campaign for Smokefree Air is a grassroots coalition with more than 260 members, including leadership from the American Cancer Society, American Heart Association, American Lung Association of Michigan, Michigan Health & Hospital Association, and Michigan State Medical Society, as well as other statewide groups that support making workplaces, including restaurants and bars, smokefree. For more information about the Campaign for Smokefree Air, please visit www.MakeMIAirSmokefree.org.

If you want to receive updates on our progress, [please click here to sign up](#).



UPCOMING CONFERENCES

February 23 – , February 25, 2009 Gaylord National Convention Center National Harbor, MD 20745

The 20th National Conference on Chronic Disease Prevention and Control will be celebrating two decades of extraordinary progress in the prevention and control of chronic diseases and drawing on these successes to accelerate progress over the next 20 years. Conference presenters will share relevant information on innovations in science, policy, community interventions, health marketing, and information technology that support healthy lifestyles and cultivate healthy communities. Through extensive networking opportunities, participants will learn successful chronic disease prevention efforts, best practices, and effective intervention techniques used by their colleagues and challenges as we move into the next decade of health system transformation.

Registration rates are \$495 (for regular attendees). For registration questions, please contact the registration coordinator at 09natchronicdis@gmail.com.

Register now at <http://www.cdc.gov/nccdphp/conference/registration.htm>.

SOPHE 2009 Midyear Conference: May 6-9, 2009 New Orleans

Get a taste of Southern hospitality as SOPHE welcomes health professionals to its **2009 Midyear Scientific Conference in New Orleans at the Sheraton Hotel, May 6-9**. With the sights and sounds of the historic French Quarters as the backdrop for the conference, this event has all the right ingredients to cook up a great Cajun conference. Greeting attendees to the tune of its conference theme "*All that Jazz: Harmonizing Health Education Practice and Research to Advance Health Equity*", health professionals can learn about cutting-edge research and spice up their practical skills. Featured in the Midyear Scientific Conference's agenda is a blend of skill-building workshops, stimulating oral presentations, plenary sessions, lunch roundtables and poster sessions. Each of these activities is sure to appeal to the appetites of those desiring a stimulating educational experience.

For business or pleasure New Orleans is an ideal venue for SOPHE's 2009 Midyear Scientific Conference. Located on banks of the Mississippi River, New Orleans is a vibrant, unique city known for its multicultural heritage, Creole cuisine, jazz and Mardi Gras. Offering a plethora of opportunities to sight-see, enjoy exceptional restaurants, and explore a variety of shops, New Orleans is a traveler's delight. A small sampling of these sites include the Aquarium of the Americas, the Audubon Zoo, the National World War II Museum, shops along Magazine Street and jazz clubs on Bourbon Street. While the list of what to do in New Orleans is long, this city can be summed up in one word – exciting!

***All that Jazz:
Harmonizing Health Education Practice and Research to Advance Health Equity***
*Book your room early at the Sheraton Hotel 504.525.2500
Conference registration available in mid-February*

GLC-SOPHE COMMITTEE CHAIRPERSONS

Advocacy Committee: [Lynda Meade](#)

Awards Review: [Stephanie Vandekooi](#)

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

Continuing Education: [Tracy Metcalf](#) & [Sarah Oleniczak](#)

Historian: [Susan Dusseau](#)

Job Bank: [Lynda Meade](#)

Membership Committee: [Jennifer Crawford](#)

Membership Database Manager: [Kristin Roux](#)

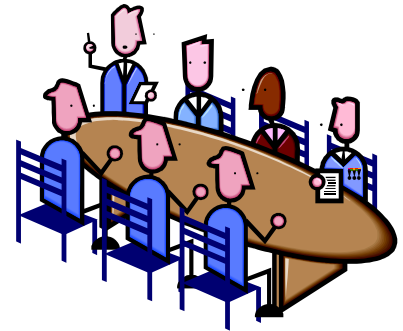
Newsletter: [Jill Dehlin](#)

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

