

# DISCOVER \dis-ˈkə-vər\ to obtain sight or knowledge of for the first time

EMBARK ON YOUR 2014 JOURNEY for new and exciting health education insights at this premier health promotion conference—SOPHE's 65th Annual Meeting, *Discovery 2014: New Health Education Strategies, Connections & Ideas*. In a city rich with history and culture, you will explore, network, collaborate, and **discover** the latest health education programs, paradigms, and strategies across all settings. Nearly 250 presentations will offer you an opportunity to expand your mind and your portfolio with cutting-edge health education research, practice, and policy aimed at improving the health of multiple ages and populations.

**SOPHE IS ESPECIALLY PROUD** to welcome Eta Sigma Gamma (ESG), a health education honorary on college campuses, which is meeting during this conference. Take the time to learn more about ESG and visit its meetings, posters, and concurrent presentations.



## Pre-Conference Satellite Meeting

**TUESDAY, MARCH 18 – WEDNESDAY MARCH 19**

**NORTH AMERICAN WORKSHOP: INTEGRATING HEALTH, WELFARE, SOCIAL, AND SAFETY PROGRAMS**

**WITHIN EDUCATION: A SYSTEMS APPROACH**

To register or for more information, contact [info@internationalschoolhealth.org](mailto:info@internationalschoolhealth.org) OR call 250-483-6988.

## Continuing Education

**Earn more than one-third of your 5-year Recertification CECHs in just 2 ½ days!**

An application has been submitted for Category I Continuing Education Contact Hours (CECH) to award Certified Health Education Specialists (CHES) and Master Certified Health Education Specialists (MCHES) up to 27 CECHs. SOPHE, including its chapters, is a designated multiple-event provider of CECHs by the National Commission for Health Education Credentialing, Inc.

This event will award Certified in Public Health (CPH) individuals up to 27 renewal credits. SOPHE is an approved provider of CPH Renewal Credits by the National Board of Public Health Examiners.

**Administrative fees for continuing education are included in the conference registration fees.**

## REGISTER TODAY!

## Selected Conference Faculty

**TRINA MENDEN ANGLIN, MD, PhD**

Chief, Office of Adolescent Health, Maternal and Child Health Bureau, Health Resources and Services Administration

### SOPHE 2012–2014 President

**KELLI R. MCCORMACK BROWN, PhD, CHES**

Provost and Vice President of Academic Affairs, Georgia College and State University

**GENE R. CARTER, EdD**

Executive Director and Chief Executive Officer, ASCD

**NILS DAULAIRE, MD, MPH**

Assistant Secretary for Global Affairs, Office of Global Affairs, U.S. Department of Health and Human Services

**JESSIE GRUMAN, PhD**

President and Founder, Center for Advancing Health

**CARA V. JAMES, PhD (INVITED)**

Director, Office of Minority Health, Centers for Medicare and Medicaid Services

**LLOYD J. KOLBE, PhD**

Professor Emeritus, Indiana University School of Public Health, Department of Applied Health Science

**DOUGLAS S. MCCALL**

Executive Director, International School Health Network

**ROBERT SIMMONS, DrPH, MPH, MCHES, CPH**

Program Director, Master of Public Health, Associate Professor, Department of Health Policy, Thomas Jefferson University

**SOPHIE STERN**

Best Practices Institute, Enroll America

### 2014 Elizabeth Fries Health Education Award Recipient

**VICTOR J. STRECHER, PhD**

Professor and Director for Innovation and Social Entrepreneurship, University of Michigan School of Public Health

### SOPHE 65th Annual Meeting Keynote Speaker

**DAVID R. WILLIAMS, PhD, MPH**

Florence Sprague Norman and Laura Smart Norman Professor of Public Health, Department of Social and Behavioral Sciences, Harvard School of Public Health

## Interactive Skill-Building Pre-Conference Workshops

Maximize your CE opportunities! Additional fees apply; limited space available. Details at [www.sophe.org/AnnualMeeting2014.cfm](http://www.sophe.org/AnnualMeeting2014.cfm).

### TUESDAY, MARCH 18

**8:30 AM – 4:30 PM**

**ADOPTING SMOKING CESSATION AND REDUCTION IN PREGNANCY TREATMENT (SCRIPT) IN YOUR ORGANIZATION**

Presenter: Richard Windsor, MS, MPH, PhD, The George Washington University  
Registration: \$295

### WEDNESDAY, MARCH 19

**8:00 AM – 12:00 PM**

**USING THE HECAT TO DEVELOP AN EFFECTIVE HEALTH EDUCATION SCOPE AND SEQUENCE**

Presenters: Susan Telljohann, HSD, and Joseph Dake, PhD, MPH, The University of Toledo  
Registration: \$75

**9:30 AM – 11:30 AM**

**STUDENT WORKSHOP & NETWORKING SESSION**

Co-Sponsored by ESG & SOPHE and Supported by NCHC  
Registration: \$10

Additional conference details available at [www.sophe.org/AnnualMeeting2014.cfm](http://www.sophe.org/AnnualMeeting2014.cfm)

# Program in Brief

## TUESDAY, MARCH 18

- 8:30 AM – 4:30 PM **PRE-CONFERENCE WORKSHOP**  
**T1** Adopting SCRIPT in Your Organization  
 (separate registration fee)  
 9:00 AM – 4:00 PM House of Delegates Meeting  
 6:00 PM – 9:00 PM Board of Trustees Meeting, Part 1

## WEDNESDAY, MARCH 19

- 8:00 AM – 12:00 PM Exhibit & Poster Group A Set-Up  
 Board of Trustees Meeting, Part 2  
**PRE-CONFERENCE WORKSHOP**  
**W1** Using the HECAT to Develop an Effective Health Education Scope and Sequence  
 (separate registration fee)  
 9:30 AM – 11:30 AM **PRE-CONFERENCE WORKSHOP**  
**W2** Student Workshop & Networking Session  
 (separate registration fee), CO-SPONSORED BY ESG & SOPHE and SUPPORTED BY NCHEC  
 Health Promotion Practice Editorial Meeting  
 11:45 AM – 12:45 PM SOPHE Snapshot & Meeting Mentor Program  
 12:30 PM – 8:00 PM Exhibits/Poster Group A Open  
 1:00 PM – 1:15 PM **WELCOME & OPENING REMARKS**  
*M. Elaine Auld, MPH, MCHES, SOPHE Chief Executive Officer*  
*Sara L. Cole, PhD, MCHES, 2014 Annual Meeting Trustee*  
**2012–14 SOPHE PRESIDENTIAL ADDRESS**  
*Kelli R. McCormack Brown, PhD, CHES, FASHA, FAAHE, SOPHE President*  
 1:15 PM – 1:45 PM **PLENARY I: KEYNOTE ADDRESS**  
*David R. Williams, PhD, MPH, Harvard School of Public Health, SUPPORTED BY The Robert Wood Johnson Foundation*  
 2:45 PM – 4:15 PM **CONCURRENT SESSIONS A**  
**CASH** **A1** Adolescent Sexual Health  
**TECH** **A2** Social Media and Social Marketing for Health Education  
**PSE** **A3** Understanding Policy and Advancing Advocacy  
**PHI** **A4** Addressing African American Health Issues  
**PHI** **A5** Emergency Preparedness  
 4:30 PM – 6:00 PM **PLENARY II: A PANEL DISCUSSION ON HEALTH EDUCATORS' ROLE IN THE AFFORDABLE CARE ACT**  
*Jessie Gruman, PhD, Center for Advancing Health;*  
*Cara James, PhD, Center for Medicare and Medicaid Services; Robert Simmons, DrPH, MPH, MCHES, CPH; Thomas Jefferson University; Sophie Stern, Best Practices Institute, Enroll America*  
 6:15 PM – 8:00 PM Opening SOPHE & ESG Networking Reception  
 SUPPORTED BY Indiana University Department of Applied Health Science  
 Posters with Presenters – Group A

## THURSDAY, MARCH 20

- 7:15 AM – 8:15 AM SOPHE All Member Business Meeting  
 8:30 AM – 4:00 PM Exhibits/Poster Group B Open  
 8:30 AM – 10:00 AM **PLENARY III: INTEGRATING COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE**  
*Gene Carter, EdD, ASCD; Lloyd Kolbe, PhD, Indiana University; Respondents: Trina Menden Anglin, MD, PhD, Health Resources & Services Administration; Douglas S. McCall, International School Health Network*  
 10:15 AM – 11:45 AM **CONCURRENT SESSIONS B**  
**CASH** **B1** Obesity Prevention in Youth  
**TECH** **B2** Using Technology to Address Health Disparities  
**PSE** **B3** Integrated Systems Change Efforts  
**PHI** **B4** Sexual Health and Sexual Risk Behavior  
**CASH** **B5** Continuing the Conversation: Integration of Coordinated School Health and the Whole Child Initiative

- 11:00 AM – 1:00 PM SABPAC Meeting  
 12:00 PM – 1:00 PM Posters with Presenters – Group B  
 Communities of Practice Roundtables  
 SOPHE 2014–2016 Board Orientation  
 12:45 PM – 2:45 PM ESG Board Meeting  
 1:15 PM – 2:45 PM **CONCURRENT SESSIONS C**  
**CASH** **C1** Social Media and Teen Health  
**TECH** **C2** Using Technology to Teach Health Education  
**PSE** **C3** Policy & Systems Change in Underserved Populations  
**PHI** **C4** The Future of Health Education  
**PHI** **C5** Racial & Ethnic Approaches to Community Health (REACH) 2014  
 3:00 PM – 3:45 PM **PLENARY IV: 2014 ELIZABETH FRIES HEALTH EDUCATION AWARD PRESENTATION & LECTURE**  
*Victor J. Strecher, PhD, University of Michigan School of Public Health*  
 SUPPORTED BY the James F. and Sarah T. Fries Foundation  
 7:00 PM – 10:00 PM SOPHE Awards Ceremony Gala, National Aquarium, Baltimore (optional; reserve your tickets)  
 SUPPORTED BY SAGE Publications

## FRIDAY, MARCH 21

- 7:00 AM – 8:30 AM **WORKSHOP: COUNCIL ON EDUCATION IN PUBLIC HEALTH WORKSHOP ON UNDERGRADUATE ACCREDITATION**  
 7:15 AM – 8:15 AM Past Presidents Breakfast Meeting  
 8:15 AM – 11:15 AM ESG Business Meeting & Award Presentations  
 8:30 AM – 4:00 PM Exhibits/Poster Group C Open  
 8:30 AM – 9:15 PM **PLENARY V: GLOBAL HEALTH ISSUES**  
*Nils Daoulaire, MD, MPH, Assistant Secretary for Global Affairs, U.S. Department of Health and Human Services*  
 9:30 AM – 10:30 AM **CONCURRENT SESSIONS D**  
**CASH** **D1** Health Policy in the School Setting  
**THINK** **D2** What Should Be Included in the Training of Doctoral Level Health Educators: A Dialogue  
**THINK** **D3** Call to Action: Implementing the Recommendations of the RWJF Commission to Build a Healthier America 2013–2014  
**PHI** **D4** Health Issues in Older Adults  
**HIST** **D5** Reinventing or Circumventing Our Mission: Have We Jumped the (Health Education Methods) Shark?  
 10:45 AM – 12:15 PM **CONCURRENT SESSIONS E**  
**WKSP** **E1** "Risky, Unhealthy, and Illegal – Let's Avoid These If We Can!"  
**TECH** **E2** Mobile Technology in Health Promotion  
**PSE** **E3** Using Systems Change to Modify Environments  
**PHI** **E4** Women's Health Issues  
**RND** **E5** Global Health Career Opportunities: Learning from Global Health Education Mentors  
 12:30 PM – 1:30 PM Posters with Presenters – Group C & ESG Posters  
 12:30 PM – 2:00 PM Department Chairs of Health Education Meeting  
 1:45 PM – 3:15 PM **CONCURRENT SESSIONS F**  
**CASH** **F1** Youth Risk Behaviors  
**TECH** **F2** Web-Based Resources for Health Education  
**PSE** **F3** Obesity Prevention  
**PHI** **F4** Preparing Health Professionals for Challenges in the 21st Century  
**ESG** **F5** ESG Oral Session  
 3:30 PM – 4:00 PM **CONCLUDING REMARKS**  
*Kelly Bishop, MA, MCHES, FASHA*  
*2014–2015 SOPHE President*

**CASH** Child, Adolescent & School Health

**HIST** History of Health Education

**PSE** Policy, Systems & Environmental Change

**RND** Round Table  
**TECH** Health Education Technology

**THINK** Think Tank  
**WKSP** Skill-Building Workshop

**ESG** Eta Sigma Gamma

**PHI** Priority Health Issues

# REGISTRATION NOW OPEN!\*

Register online or download the registration form at

[www.sophe.org/AnnualMeeting2014.cfm](http://www.sophe.org/AnnualMeeting2014.cfm).

|                                                  | <b>EARLY BIRD<br/>DEADLINE<br/>12/31/13</b> | <b>PRE-<br/>REGISTRATION<br/>DEADLINE<br/>2/11/14</b> | <b>ONSITE<br/>After<br/>2/11/14</b> |
|--------------------------------------------------|---------------------------------------------|-------------------------------------------------------|-------------------------------------|
| <b>SOPHE National Member</b>                     | \$ 395                                      | \$ 415                                                | \$ 450                              |
| <b>Transitional/<br/>New Professional Member</b> | \$ 315                                      | \$ 345                                                | \$ 385                              |
| <b>Student Member</b>                            | \$ 250                                      | \$ 275                                                | \$ 295                              |
| <b>Emeritus Member</b>                           | \$ 250                                      | \$ 275                                                | \$ 315                              |
| <b>Chapter Member</b>                            | \$ 445                                      | \$ 475                                                | \$ 505                              |
| <b>Non-Member Professional</b>                   | \$ 585**                                    | \$ 635**                                              | \$ 685**                            |
| <b>Non-Member Student</b>                        | \$ 275**                                    | \$ 295**                                              | \$ 325**                            |

\* Includes conference materials, breaks, opening social, and all CHES/MCHES/CPH fees

\*\* Join SOPHE for reduced fees and enjoy 12 months of benefits.

## Conference Objectives

This 2 ½ day conference will enable you to:

- Analyze successful, innovative approaches to improve the safety, growth, development, and health literacy of children and adolescents in the school, college, and community settings.
- Examine challenges and opportunities in priority health areas and strategies for achieving related Healthy People 2020 Objectives and health equity.
- Foster implementation of effective policies, systems, and environmental changes that contribute to transdisciplinary collaboration and the circle of research and practice.
- Utilize new health communications methods and technology to improve health promotion outreach, research, teaching, and practice.

## Who Should Attend?

All health education specialists, health communicators, teachers, behavioral scientists, allied health professionals, faculty, and students will benefit from the opportunity to network and exchange new health education strategies, connections, and ideas from all settings of health education and health promotion.

## 21st Century Student Scholarships

SOPHE's *Campaign for the 21st Century: Building SOPHE's Future* will provide eight \$500 student scholarships to attend the meeting. Deadlines and more information at

[www.sophe.org/Awards\\_scholarships.cfm](http://www.sophe.org/Awards_scholarships.cfm).

## Meeting Highlights

### SOPHE & ESG OPENING SOCIAL

*Supported by Indiana University  
Department of Allied Health Science*

**Wednesday, March 19**

**6:15 – 8:00 PM**

Mingle with colleagues and visit some 30 exhibitors offering the latest products and services.

### SOPHE 65TH ANNUAL

#### AWARDS CEREMONY AT NATIONAL AQUARIUM

**(LIMITED TICKETS AVAILABLE)**

*Supported by Sage Publications*

**Thursday, March 20**

**7:00 PM – 10:00 PM**

Ticket includes an hors d'oeuvres reception and private viewing of award-winning aquarium exhibits.

### SOPHE COMMUNITIES OF

#### PRACTICE (CoP) NETWORKING ROUNDTABLES

Choose from one of 14 SOPHE CoP roundtables on Thursday,

March 20, 12:45–1:45 PM, to network with individuals who share similar interests.

### MEETING MENTOR PROGRAM

The meeting mentor program connects students, community members, new professionals, and seasoned SOPHE members. Sign up on the registration form.

### WELLNESS CHALLENGE

SOPHE is committed to encouraging healthy behaviors. Prizes will be raffled for wellness challenge participants.

### GIVING BACK TO BALTIMORE

SOPHE is pleased to support the Zeta Healthy Aging Partnership in Baltimore. Bring your donations to the conference

(requested items detailed at

[www.sophe.org/AnnualMeeting2014.cfm](http://www.sophe.org/AnnualMeeting2014.cfm)).

**#SOPHE2014**



**@SOPHEtweets**

## Conference Hotel

The Hyatt Regency Baltimore hotel is conveniently located on Baltimore's Inner Harbor. Book your hotel room **ASAP before February 24, 2014**, to get the discounted rate of \$175/night (single/double) plus tax, while space is available.

Visit <https://resweb.passkey.com/go/SOPHE1> or call 1-888-421-1442 and refer to the SOPHE Annual Meeting group name. Daily parking is \$28.

### HYATT REGENCY BALTIMORE

300 Light Street, Baltimore, Maryland, USA, 21202  
410-528-1234 (tel.)

### ACCESSIBILITY

Hyatt Regency Baltimore is accessible for guests with special needs. Inform SOPHE staff of any special needs ([info@sophe.org](mailto:info@sophe.org)) by **January 31, 2014**.

### HOUSING REFERRAL SERVICE

Registrants who would like to share hotel accommodations may contact SOPHE ([info@sophe.org](mailto:info@sophe.org)).

Baltimore, the "Charm City," is conveniently accessible via Amtrak or the Baltimore Washington International Airport (BWI). Check out all there is to see and do in Baltimore at [www.baltimore.org](http://www.baltimore.org).

**Thank You  
Conference  
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**65TH ANNUAL MEETING**

**JOIN US**  
*IN BALTIMORE!*

MARCH 19-21, 2014 | HYATT REGENCY INNER HARBOR | BALTIMORE, MARYLAND

**65TH ANNUAL MEETING**

**SOCIETY for PUBLIC HEALTH EDUCATION**

*DISCOVERY*  
**2014**

NEW HEALTH EDUCATION STRATEGIES,  
CONNECTIONS & IDEAS



**PRELIMINARY  
PROGRAM**

*Early-Bird Registration  
Deadline: December 31, 2013*