

ISOPHE

Illinois Chapter of the Society for Public Health Education -
Established 1951

ISOPHE PRESIDENT'S REPORT:

JoAnn Hairston-Jones, M.A., CHES, President

Greetings!

Another season is upon us! Hope y'all are having a great summer. ISOPHE is in full bloom as evidenced by the successful Mid-Year SOPHE conference held in Chicago, the growing partnerships with other health organizations, plans for regional continuing education workshops and exploration of offering health ed distance learning, application for a SOPHE mini grant, committee work, call for nominations for the 2009 ISOPHE Board and more! Further details are included in the newsletter.

A recent development of interest to health educators in Illinois is the passage of Senate Bill 2012. The Bill passed by the 95th Illinois General Assembly amends the Department of Public Health Powers and Duties Law, creates the Chronic Disease Prevention and Health Promotion Task Force. ISOPHE was invited by Illinois Public Health Association to participate in the

introductory meeting held on June 12th in Bloomington. ISOPHE was represented by Sarah Westhoff, Michelle Pfeilschifter, and JoAnn Hairston-Jones. More details to follow!

Please consider joining the ISOPHE Board at the monthly conference calls (held monthly, 1st Monday—see website: www.isophe.org for call in information). The purpose of these meetings are to continue the business of ISOPHE, review the ISOPHE strategic plan, consider recommendations to strengthen the organization through membership involvement, committee work and team building! We need your input and welcome your presence for all or part of the day. To find meeting dates and times visit the ISOPHE website at www.ISOPHE.org or contact me at J-Hairston-Jones@wiu.edu

Happy Summer!

Upcoming ISOPHE Continuing Education Opportunities

ISOPHE will be replicating its successful workshop, "Social Marketing, Assessment & Outreach" at Anderson Hospital in Maryville, Illinois on Friday, October 17, 2008 and at the Westchester, Illinois University of Illinois Extension, on Friday, November 7, 2008 from 9 – 4:15.

Be on the lookout for more information on the ISOPHE website, through e-mails listed on the ISOPHE list-serve, and future editions of the ISOPHE newsletter.

An application has been submitted to award up to 6.0 Continuing Education Contact Hours (CECH) for certified health education specialists (CHES). As you know, ISOPHE is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing.

July 2008

Volume 7, Issue 3

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BECOME AN ISOPHE MEMBER!!

Visit www.ISOPHE.org to learn more about the benefits of membership in ISOPHE. Membership is good through the calendar year and forms can be found on the ISOPHE website.

Membership Dues

Regular Membership
\$30

Student Membership
\$15

Lifetime Membership
\$300

National Health Museum to Be Built

A National Health Museum is scheduled to be built in Atlanta Georgia. "The National Health Museum will give Georgians and visitors alike the opportunity to understand and experience the revolutions in health sciences that are helping people across the world live healthier lives," said Georgia Governor Perdue. "The museum, combined with other Georgia-based institutions such as the Centers for Disease Control and Prevention, CARE, the Arthritis Foundation and the American Cancer Society, cements Georgia's position as the crossroads of global health in the 21st century."

The National Health Museum will be a 21st century science-based attraction with the mission of inspiring Americans to live healthier lives through access to

knowledge and themed exhibits focused on the life sciences. The physical museum will deliver health-related content and experiences to millions of visitors, inspire America's next generation of caregivers and life scientists and help the nation remain at the forefront of health discovery, technology, practice and care.

"The National Health Museum is an unprecedented global enterprise that will share health-related information and experiences with hundreds of millions of people," Dr. Sullivan, former U.S. Secretary of Health and Human Services and President Emeritus of Morehouse School of Medicine Louis W. Sullivan, M.D., said. "Visitors to the National Health Museum will acquire a profound personal appreciation for the benefits of good health and

find themselves at the center of their own transformative experiences."

The National Health Museum estimates that it will attract between 1.1 million and 1.4 million annual visitors to a location in downtown Atlanta, near Centennial Olympic Park. The National Health Museum Board of Trustees is currently considering several site opportunities in this dynamic neighborhood, which is home to a variety of highly popular visitor attractions. The museum will also help Atlanta draw health-related conferences and conventions to Georgia.

For more information on the National Health Museum visit <http://www.nationalhealthmuseum.org>

ISOPHE – Treasurer Report

Membership/Income/Expenses (as of May 1, 2008)
Michele Pfeilschifter, MPH, CHES, ISOPHE Treasurer

ISOPHE total membership consists of 60 members (38 Regular Members, 9 Student Members and 13 Lifetime Members).

ISOPHE Treasury Balance as of July 11, 2008 consists of \$2,091.51.

New income for 2008 has been \$762.78, of which \$45 has come from 2008 membership fees, \$19 from continuing education, and \$698.78 from reimbursement for past SOPHE fees and ISU space rental.

New expenses for 2008 have been a total of \$1,166.96, of which \$1,157.46 was spent for SOPHE National delegate Mid-Year Expenses and \$9.50 for CHES Certification Credits.

ISOPHE MEMBERS IN THE NEWS!

Eric S. Davidson - was re-elected as secretary for the American College Health Association's Health Promotion Section .

Angela Hedworth – was recently named the Chair of the Partnership Workgroup and a member of the Steering Committee of the Cardiovascular Health Committee of the National Association of Chronic Disease Directors.

Dr. Mark Kittleson - was selected as the American Association of Health Education's 2008 Scholar of the Year. AAHE one scholar at each of it's spring conferences. Kittleson received his award in Fort Worth, TX, this past April and in April 2009 he will give his 'scholar' presentation in Tampa, FL.

Jessica Wright - Received the "Making a Difference for Women" Award from the Soroptimist International of Vandalia Organization. Jessica was nominated by former Fayette County Health Department Administrator, the late Jan Forbes. The nomination was based on Jessica's work in Fayette County Schools with girls and the local teen center. The nomination went on to National nomination.

Please send news of ISOPHE member accomplishments, awards, leadership positions assumed, to Eric S. Davidson at esdavidson@eiu.edu for submission in future newsletters!



Interested in increasing
attendance at your
conferences and workshops?

Partner with the Illinois Society of Public
Health Education (ISOPHE) to offer
Certified Health Education Specialist
(CHES) credits at your next event.

Contact Angela Hedworth with ISOPHE
at 312-355-5423 or hedworth@uic.edu.

The Health Belief Model and Breast Cancer Awareness
Tammi A. Reynolds
Community Health Educator
University of Illinois Extension, Cook County

The Health Belief Model (HBM) operates on the premise that a person's perception of the threat of a health problem, rather than facts about the health problem, is critical to behavior change. The HBM was developed in the 1950s to explain why so few individuals were taking advantage of free tuberculosis screening programs. The HBM allows an individual to personally evaluate their risks and behavior change strategies for preventing or managing a health problem.

In 2007, the community health team with University of Illinois Extension in Cook County was awarded a breast cancer awareness grant through the Ticket for the Cure funds. These funds were administered through the Illinois Department of Public Health, Office of Women's Health. As a result of this funding, a breast cancer awareness program titled, *On the Road to Breast Cancer Prevention* (ORBCP) was developed. The goal of ORBCP was to expand access to education about breast cancer to under-served women particularly, African American and Latina women, teens and women who partner with women in an effort to persuade these target populations to take healthy actions regarding their breast health. While it is rare for teens to get breast cancer, they are often the vehicle by which their mothers and grandmothers receive health education, and therefore were included as one of the target populations.

The HBM describes six constructs by which an individual takes step toward preventive behaviors or reducing the risk of illness. These six constructs include: perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action and self-efficacy. Applying breast cancer to these constructs, for example, a woman would have to believe that, even without symptoms of breast cancer she is still susceptible to developing breast cancer (perceived susceptibility) and that breast cancer could have serious consequences for her (perceived severity). In addition, her opinions about the benefits (perceived benefits) and drawbacks (perceived barriers) of breast self-exam (BSE) would determine whether or not she would conduct BSE. Lastly, gentle reminders about the importance of BSE in the form of shower cards (cues to action) and training in performing BSE (self-efficacy) increases a woman's readiness and ability to perform BSE.

The *ORBCP* curriculum consisted of the following four (4) sessions based on HBM constructs.

Breast anatomy and physiology

Learning Objectives: Identify external and internal breast anatomy; describe functions of breasts; differentiate between properly fitting and improperly fitting bras; determine proper fit for each attendee.

HBM Construct: Perceived susceptibility

Choices and Chances: Breast cancer risks and breast self-exams

Learning Objectives: Identify risks for breast cancer in general; identify risks for breast cancer for the distinct population being addressed (i.e. lesbians); identify individual risks for breast cancer including risk reduction/modifiable risk factors; properly perform breast self-exams.

HBM Construct: Perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, self-efficacy

Lump or Bump—What do I do now?

Learning Objectives: Identify and describe "normal" lumps and bumps; review breast self-exam procedure; describe the clinical breast exam, the mammogram and ultrasound; describe potential outcomes and follow-up steps; provide resources for additional information.

HBM Construct: Perceived severity, perceived benefits, perceived susceptibility, perceived barriers

Let's make a deal! Making a breast health contract with myself

Learning Objectives: Create a contract to achieve the goal of monthly BSE; create a contract to seek medical attention regarding suspicious/unusual breast lump.

HBM Construct: Self-efficacy, cues to action, perceived benefits

Evaluation

The overall goal of *ORBCP* was to increase access to education about breast cancer to under-resourced women and for target

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Proposed National SOPHE Bylaws Changes – Q&A

Kathryn Meier, National SOPHE President-Elect and Chair, Bylaws Committee

The SOPHE Board of Trustees is proposing a series of substantial changes to the SOPHE bylaws, following more than 24 months of research and deliberation. The draft revised bylaws were posted to the SOPHE website in early June, and SOPHE members were invited to provide feedback and comments by June 20th. (Note: You may view both the current SOPHE bylaws and the proposed revisions by logging into the SOPHE Members Only portion of the website; these documents will appear on the homepage.)

Overall, most comments were favorable. Several members posed specific questions or asked for clarification on the revisions. The following questions and answers are intended to provide clarity and explanation. Additional background on the changes to each section of the bylaws is also provided below.

Questions commonly asked about National SOPHE Proposed By-Laws Changes

1. Why has the SOPHE mission been removed as part of the proposed changes in the bylaws?

SOPHE's legal counsel has advised that mission and purpose should not be included in the organization's bylaws, as these are the responsibility of the elected Board of Trustees. As part of good governance practices, the Board should periodically review the organization's mission and purpose, and update it accordingly. It would be impractical to revise the bylaws every time a word or phrase is changed in SOPHE's mission statement. In general, the bylaws should not be changed every year.

2. There are several references to SOPHE's Policy and Procedures Manual, which will contain details removed from the bylaws. What is the timeline and process for overseeing the manual?

If the proposed bylaws changes are approved by the SOPHE members, the next

step would be for the Board of Trustees to develop a timeline for updating the current SOPHE Policy and Procedures Manual to accommodate the new changes. Although some of the changes to the manual will be made by SOPHE's volunteer leaders through its Board of Trustees, the majority of recommended changes will be initiated through SOPHE's committee and task force governance structure. These new policies and procedures will be considered by the SOPHE Board of Trustees as they are ready, and reviewed and updated annually. The manual will also be available on SOPHE's website for review by SOPHE members, and as such will be transparent to all members.

3. Why is there a proposed change in the title of SOPHE's Executive Director to Chief Executive Officer?

The proposed change from Executive Director to Chief Executive Officer is based on association trends over the past 25 years and the increased complexity of SOPHE's operations and budget (\$1.3 million plus investments). Except for a few unique Board functions, most SOPHE functions and implementation are performed by staff; the chief executive is the single point of interface between Board directives and implementation of those directives.

In addition, SOPHE has an increasingly diverse portfolio of products and services (e.g. complex contracts, grants, and cooperative agreements with public and private entities) that embody the role of a Chief Executive Officer. As SOPHE expands its collaborative partnerships, particularly with the private sector, a title of Chief Executive Officer is appropriate and universally understood. This proposed title change also is not tied directly to compensation, which is addressed separately by the Board of Trustees in contract negotiations with the association executive.

4. How will the proposed changes impact the historical role of SOPHE

chapters in governance?

Prior to 1982, SOPHE Chapters were required to have 51% of their members be national members to qualify as a Chapter. In 1982, the House of Delegates (HOD) was formed by a vote of the National SOPHE membership. According to the current bylaws, the House of Delegates consists of all the delegates from the existing Chapters, and each delegate is allowed one vote for every 15 national members. From this delegate body, four members are elected to serve as voting members on the Board of Trustees for two-year terms. The House also elects a Speaker who is an ex-officio member of the Board of Trustees.

At the time SOPHE's 2003 Task Force on Excellence on Governance was working diligently on improving our governance structure, a series of large corporate frauds occurred nationally, the most spectacular of which was Enron. These events lead to the passage of the Sarbanes-Oxley Act of 2002, which was aimed to improve the quality and transparency in financial reporting and independent audits and accounting services for public companies. One of the many contributing factors to the passage of this Act was that Board members were not exercising their responsibilities nor demonstrating the expertise needed for their roles. Since that time, the intent of this Act for transparency and better Board management has impacted small 501(c)3 non-profit organizations like SOPHE.

Under the newly proposed bylaws, SOPHE's Board of Trustees will include three At-large Trustees elected by the HOD as well as the Speaker of the House as voting members. This link between the House and the Board will continue to ensure that those who have experience on the local level bring that expertise to deliberations. The At-large Trustees and Speaker elected from the HOD have the same legal and fiduciary responsibilities under law as the remaining 16 officers and At-Large Trustees elected by the
Continued on page 7

Health Belief Model - Continued from Page 4

populations to take healthy actions regarding their breast health. *ORBCP* evaluation included three components:

A pre- and post-test questionnaire with items on knowledge of breast health, breast self-exam and diagnostic procedures; items on perceptions of individual risks for breast cancer based on the six HBM constructs.

During the last session, participants completed a contract making a commitment to protect their breast health and delineated specific steps they would take to obtain age-appropriate screenings and behavior changes to minimize their risks for breast cancer (i.e. healthy eating, exercise, etc.). A one-year follow-up will take place to determine if participants accomplished the goals they set in their contracts.

An open-ended evaluation sheet about what participants gained from the program was also collected.

Data continues to be collected. To date, the program has been implemented with 253 women at 19 programs sites in 15 different communities throughout Cook County. The benchmark es-

tablished for the evaluation was a 25% increase in knowledge from pre to post test. The second goal was to have a positive shift in attitude based on the six constructs of the Health Belief

Model. The final report will focus on changes in knowledge and attitudes as a result of participation in *ORBCP*.

While learning about health behavior theory may not be all that riveting to many public health educators, applying theory and models to program planning is consistent the use of evidenced-based and research-based interventions in public health. There is no guarantee that interventions based on health behavior theory will succeed. However, the intervention with theory behind it is much more likely to produce the desired outcomes.

Sources

Glanz, K. & Rimer, B.K. (1997). Theory at a glance: A guide for health promotion practice

Glanz, K. & Rimer, B.K. (2005). Theory at a glance: A guide for health promotion practice. (2nd Edition)

ISOPHE BOARD TELE- MEETINGS HELD 1ST MONDAY OF THE MONTH 9:00—10:00 A.M., C.S.T. VIA TELECONFERENCE

MEETINGS ARE OPEN TO ALL MEMBERS!
CONTACT JOANN HAIRSTON JONES AT : J-HAIRSTON-JONES@WIU.EDU

Partners In Action: Improving Health Outcomes in Illinois: "What Works!" Conference

Please save the date for the upcoming Illinois Public Health Institute's annual conference, "Partners In Action: Improving Health Outcomes in Illinois: What Works!" to be held **Tuesday and Wednesday, October 14-15, 2008** at the President Abraham Lincoln Hotel and Conference Center in Springfield, Illinois.

The conference will include three plenary sessions and an opportunity to participate in three top-notch workshops.

Workshops tracks include the following:

- Strategic Partnerships*
- Innovative Approaches and Best Practices*
- Translating Science and Evaluating Results*
- Emerging Issues and Hot Topics*

Each track will offer general and advanced level workshops as well as a three-hour intensive skill building session.

Registration will begin in July 2008. Look for additional information at: www.iphionline.org

You may reserve hotel rooms at anytime by calling the hotel at (217) 544-8800 and referring to the Illinois Public Health Institute's "Partners In Action" conference. Conference rates are \$70 single or \$85 double occupancy.

Proposed National SOPHE Bylaws Changes – Q&A Continued from Page 5

National SOPHE membership. All Board members have the “duty of care” responsibility to make decisions on the behalf of National SOPHE as a whole, not represent any particular geographic region or group. Individuals are elected to the Board, by the general membership, or in the case of the chapter-designated Trustees, by the House of Delegates, and become legally and fiducially responsible for SOPHE as a whole on .

5. Should SOPHE bylaws include the designation of a Parliamentarian?

SOPHE uses standard parliamentary rules to conduct its formal business. In the majority of cases, issues are presented to the Board for discussion and decisions are made by consensus. As health educators, we are especially conscious of fairness and allowing ample time for discussion so that all Board members have an opportunity for input on key organizational decisions. In that context, there is no need to have a SOPHE Board member elected by membership to serve solely in the role of a Parliamentarian.

2009 ISOPHE BOARD MEMBER NOMINATIONS SOUGHT

Nominations for the 2009 ISOPHE Board or Trustees are now being accepted for the positions of President-Elect, Secretary, At-large Trustee (1), Regional trustees (3), at-large student trustee (1), and regional student trustees (3).

Nominations of others or oneself will be accepted as long as the individual being nominated is a current ISOPHE member in good standing. Nominations should be sent to Amy Yeager, ISOPHE Secretary, at ajeager@co.madison.il.us.

A description of generalized responsibilities and duties for each of the positions currently available can be found at the ISOPHE website at www.ISOPHE.org, in the PDF'd version of the by-laws.

ISOPHE LIST-SERVE BEING USED BY BOARD TO COMMUNICATE

Within the past months, the ISOPHE Board has been utilizing a list-serve to communicate ISOPHE news with members. Any individual who has paid dues within the last two years have been subscribed to the list-serve.

If you have not been getting these e-mails, please check your spam filters/file folders to see if e-mails are automatically being rerouted there. If not there, check with your organizational IT person to see if messages might be getting blocked.

Members of the list-serve are encouraged to submit messages. Thus far, members have used the list-serve to announce existing job vacancies, upcoming conferences and trainings, and resources. The board hopes that the list-serve will become more greatly utilized by members who are seeking answers to questions and challenges being faced, input on programming ideas and resource materials, and other program assessment, planning, implementation, and evaluation situations.

Non-members are encouraged to sign up to the list-serve as well. To do so, send an email to kittle@siu.edu and in the text of the memo state "subscribe ISOPHE-L your email; your first name; your last name" (without the quotes or semi-colons). You'll be signed up and should receive a confirmation memo shortly after your request.

For example:

subscribe isophe-l xxx@xxx.xxx George W. Bush

Looking for or offering a Health
Education Job?

Join the
JOBS IN HEALTH EDUCATION
FACEBOOK GROUP

Contact esdavidson@eiu.edu for
more information

ISOPHE BOARD BIOS



Name & Credentials: Tsoetsy Harris, M.P.H.

Professional Position-Title, and Organization: Health Educator Associate, Jackson County Health Department

Institution where you last graduated, or graduated with a health ed degree: SIUC, Master's of Public Health

Years in health education: Paid: 2 years (but if you add volunteer work and school it is a total of 6 years ;))

Why you are a member of ISOPHE: As my student life was ending and my professional life was enhancing, I wanted to join ISOPHE because I felt that it was time to go out and join other professionals in my area so that I can learn from others and network.

Why ISOPHE is important: ISOPHE is important because it is a professional network with endless opportunities to learn new things about leadership, networking skills, and advocacy. As a professional it is important to keep up with the current trends in public health and ISOPHE allows us to do that by getting involved.

What you hope you or ISOPHE as a whole accomplishes in 2008: Increasing the membership, and finally I hope ISOPHE will provide workshops in Southern Illinois on various topics such as social marketing. I feel that these workshops promote ISOPHE as a whole and will also increase membership.

Hobbies - what do you do for fun when you're not doing health ed: Play with my kids. Sometimes, if I find the time, I like to paint, read, and dance

Name: Jessica A. Wright, Fayette County Health Department

Professional Position-Title and Organization: Teen Pregnancy Prevention Program (TPPP) Coordinator

Institution where you last graduated: Eastern Illinois University

Years in Health Education: 2 ½ years

Why are you a member of ISOPHE: I joined ISOPHE because I was looking for an opportunity to connect with other people who have the same professional interests and educational background as myself. Also, the Continuing Ed opportunities that ISOPHE provides, is helpful for my career. I have been a member of ISOPHE for two years and I am very excited to be a part of this year's board!

Why is ISOPHE important: I believe ISOPHE provides a "voice" for health education/educators in Illinois. ISOPHE provides educational opportunities and resources for health educators. ISOPHE members truly see the value of prevention and education. I think it is great that the previous boards have been able to maintain our Illinois chapter of SOPHE.

What you hope you or ISOPHE as a whole accomplishes in 2008: I also hope that we can provide regional workshops throughout the state. I would like to see more presentations in the southern region of the state.

Hobbies- what do you do for fun when you're not doing health ed: When I am not at work, I can be found scrap-booking, going on walks or teaching first grade at my church. I have numerous little cousins and I love to spend time with them, as well as the rest of my family. I am also a HUGE St. Louis Cardinals fan and during baseball season, you'll find me watching baseball!



Illinois Society for Public Health Education

2008 Call for Professional & Student Award Nominations

Due October 1, 2008

Shirley O'Reilly Student Scholarship Award

All students who are either Illinois citizens or are currently attending an institution of higher education within Illinois are invited to apply for the Shirley O'Reilly Scholarship. One award in the amount of \$100, will be given each year to an outstanding undergraduate or graduate student in Public or Community Health Education. In addition, the winning student will also receive a certificate of recognition and a free one-year student membership to ISOPHE.

Shirley O'Reilly Student Scholarship Applicants should submit:

- A current resume/vita
- a statement of health education career goals
- a copy of academic transcripts (unofficial copies are accepted)
- and at least one letter of recommendation from a university professor/administrator

Donald B. Stone Outstanding Health Educator Service Award

Health Educators are invited to nominate a Health Educator for the Donald B. Stone Service Award. One award is given each year to an outstanding Health Educator who has enhanced the lives of others through service. Nomination in the form of a letter describing the eligibility of the Health Educator, through their contributions and service to the field or health education in Illinois, their topical/content area or domain of health education, or for the betterment of Illinois citizens. Additional documentation or evidence to support nomination is also welcome (other awards received, newspaper clippings, etc.). The winning nominee will receive a certificate of recognition and a free one-year membership to ISOPHE.

New Promising Health Educator Award

Nominations are being sought to recognize an outstanding Illinois health educator with less than five years of professional health education service who has made a significant health education related impact within their target population/community and/or the health education profession. Nomination in the form of a letter describing the eligibility of the Health Educator, through their contributions and service to the field or health education in Illinois, their topical/content area or domain of health education, or for the betterment of Illinois citizens. Additional documentation or evidence to support nomination is also welcome (other awards received, newspaper clippings, etc.). The winning nominee will receive a certificate of recognition and a free one-year membership to ISOPHE.

APPLICATIONS/NOMINATIONS DUE NO LATER THAN 10/1/2008 TO:

Eric S. Davidson, M.A., C.S.A.D.P.
ISOPHE Immediate Past President
Eastern Illinois University Health Service
600 Lincoln Avenue
Charleston, IL 61920
217/581-3912 (phone) 217/581-8330 (fax)
esdavidson@eiu.edu

Next Newsletter Deadline

Calling all ISOPHE members!
Your news, articles and editorials for the October 2008 newsletter are due no later than **9/25/08**. Send submissions to Eric Davidson
esdavidson@eiu.edu

We're on the
web!
www.isophe.org

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**ISOPHE 2009
CALL FOR NOMI-
NATIONS**

**President Elect
Secretary**

**At-Large Trustees
Student Trustees**

**If you would like to nomi-
nate another ISOPHE
member or yourself, con-
tact Amy Yeager at:**

ajyeager@co.madison.il.us