



Kathleen Mullen Conley, Ph. D.
CNHEO Coordinator
School of Health Promotion
and Human Performance
Eastern Michigan University
318 Porter Building
Ypsilanti, Michigan 48197
Tel. (734) 487-7120 x2701 FAX (734) 487-2024
e-mail kathleen.conley@emich.edu

Coalition of National Health Education Organizations 2007-2008 Summary Report

The CNHEO has addressed a number of issues important to the health education profession as well as operational issues during the past fiscal year (July 2007 – June 2008). The following is a summary of these activities.

Operation & Functioning

Thanks to those who served as Delegates, Alternates, or representatives from their organizations during part or all of the past year:

- *American Academy for Health Behavior (AAHB)*
 - Joan Cowdery, Delegate (July '07 – March '08)
 - Michael Young, Delegate (April '08 – present)
 - Randy Black, Alternate
 - Lori Marks, Representative
- *American Association of Health Education (AAHE)*
 - Kelli McCormack Brown, Delegate
 - Becky Smith, Alternate
- *American College Health Association*
 - Cynthia Burwell, Delegate
 - Linda LaSalle, Alternate
- *American Public Health Association – Public Health Education & Health Promotion Section (APHA-PHEHP)*
 - Vicki Tall Chief, Delegate
 - Marilyn Gardner, Alternate
- *American Public Health Association – School Health Education & Services Section (APHA-SHES)*
 - Christopher Ledingham, Delegate
 - Fred Peterson, Alternate (July - November '07)
 - Larry Olsen, Alternate (December '07 – present)
- *American School Health Association (ASHA)*
 - Mark Temple, Delegate
 - David Wiley, Alternate
 - Susan Wooley, Representative
- *Directors of Health Promotion & Education (DHPE)*
 - Lavel Thornton, Delegate
 - Mariela Alarcon-Yohe, Alternate

American College Health Association
Health Education Section

American Public Health Association
Public Health Education and
Health Promotion Section

American Academy of Health Behavior

American Public Health Association
School Health Education and Services Section

American School Health Association
American Association for Health Education

Eta Sigma Gamma

Directors of Health Promotion & Education

Society for Public Health Education, Inc.

Society of State Directors of Health,
Physical Education, and Recreation

- *Eta Sigma Gamma (ESG)*
 - Kathleen Mullen Conley, Delegate
 - Kelly Bishop Alley, Alternate
- *Society for Public Health Education (SOPHE)*
 - Marlene Tappe, Delegate
 - Elaine Auld, Alternate
- *State Society Directors for Health, Physical Education & Recreation (SSDHPER)*
 - Mary Marks, Delegate (March '08)
 - Cynthia Symons, Alternate (March '08 – present)
 - Suzanne Crouch, Alternate (July '07 – February '08)
 - Sharon Murray, Representative

Organizations invited to participate as non-voting members in CNHEO calls include:

- *NARU/IUHPE*
 - Kathleen Parker
- *NCHEC*
 - Linda Lysoby

CNHEO Officers (elected and appointed)

- *CNHEO Coordinator* – Kathleen Conley completed the second year of her 3-year term as Coordinator.
- *CNHEO Deputy Coordinator* – Kelly Alley completed four months of her 3-year term as Deputy Coordinator before resigning after starting a new position at the Centers for Disease Control and Prevention (CDC). Mark Temple was elected to complete Kelly's term as Deputy Coordinator (11-07 through 6-09).
- *CNHEO Treasurer* – Susan Wooley, ASHA Representative (ASHA serves as fiscal agent for the Coalition funds)
- *CNHEO Web Site Webmaster* – Christopher Ledingham

CNHEO Committee & Task Force Chairs/Members:

- *Advocacy Committee* – Chair: Elaine Auld
- *Communications Committee* – Chair: Kathleen Conley; Members: Joan Cowdery, Christopher Ledingham
- *Marketing The Profession Task Force* – Chair: Stephen Gambescia (SOPHE); Members: Elaine Auld (SOPHE), Cynthia Burwell (ACHA), Ellen Capwell (CNHEO, SOPHE), Kathleen Conley (CNHEO, ESG), Randall Cottrell (AAHE), Mal Goldsmith (ESG), Sean Kaufman (NCHEC), Linda LaSalle (ACHA), Linda Lysoby (NCHEC), Becky Smith (AAHE)
- *CNHEO Ethics Task Force* – Chair: Mal Goldsmith (ESG); Members: Warren McNab (AAHE), David Wiley (ASHA), Bill Cissell (APHA SHES), Roberta Hollander (APHA PHEHP), Claire Stiles (ACHA), Ellen Boyce (DHPE), Steve Shive (SOPHE), & Cherryll Ranger (NCHEC)
- *Public Health Credentialing Task Force* – Chairs: Bill Cissell (July – October '07) & Elaine Auld (December '07 – present); Members: Lynn Woodhouse, MEd, EdD, MPH, Kathleen Miner, PhD, CHES, Kelly Bishop Alley, MA, CHES, Linda Lysoby, MA, CHES, William Livingood, PhD
- *Strategic Planning Task Force* – Chair: Kathleen Conley; Members: Kelli McCormack Brown, Christopher Ledingham, Mark Temple

Contact Information

- A list of current CNHEO Delegates, Alternates, Representatives, and Observers, with full contact information, continues to be updated and maintained periodically.

Budget

- The account balance, July 1, 2007 was \$8,046.65.
- The account balance June 30, 2008 was \$8,730.75
- Income, July 1, 2007 – June 30, 2008 included:
 - \$2,000.00 (member organization dues, 2007 - 2008)
 - \$ 200.00 (member organization dues, 2008 – 2009)
 - \$ 139.50 (Interest)
- Expenditures, July 1, 2007 – June 30, 2008 included:
 - \$1,500.00 (Paid to SOPHE 2/2008 for Advocacy Summit)
 - \$ 143.40 (\$11.95 Paid to Chase Bank monthly for Yahoo Account--web service)
 - \$ 12.00 (Paid for check printing)
- Invoices for \$200 dues, for 2008-2009, were sent to all member organizations in June 2008.

Goals

- New goals for 2007-2008 were not established.
- Work was continued on initiatives already underway. These are summarized below.

Calls & Meetings

- Conference call meetings were held monthly, except for June 2008 when technical difficulties with the bridge line were experienced. We have been fortunate to have the use of the CDC conference calling bridge.
- Two in-person meetings were held in conjunction with the American Public Health Association Conference, Washington D.C., November 5, 2007, and the American Association for Health Education Conference, Fort Worth, TX, April 10, 2008. Special thanks to APHA-SHES and AAHE for sponsoring these meetings.

Committee & Task Force Activities*Advocacy Committee*

- 11th Annual Advocacy Summit, March 15-17, 2008
 - Priorities
 - Function 550
 - Appropriations for CDC's National Center for Chronic Disease Prevention & Health Promotion
 - Appropriations for CDC's Division of Adolescent and School Health (DASH)
 - Appropriations for CDC's REACH US program
 - Passage of Kennedy/Jackson Health Disparities Bill
 - A Zoomerang Survey of organization leaders was conducted to assess the status of advocacy activities and the potential for greater collaboration via the CNHEO on advocacy issues.
 - Lavell Thornton served as the CNHEO Representative at the Summit Leadership Meeting
 - The CNHEO provided organizational registrations for two Kent State University students who assisted in a presentation at the Summit.
 - The Health Education Advocate Achievement Award Recipient was Fern Goodhart, MS, CHES, the 2008 APHA Public Health Legislative Fellow with Senator Robert Menendez. Honorable mention went to Laurie Cancialosi, Chief of Staff for the Chair of the New Jersey Health and Senior Services Committee.
- Advocacy Updates:
 - Regular advocacy updates were provided on conference calls, at in-person meetings, and through email.
- *Health Education Advocate* web site (www.healtheducationwebsite.org)
 - *Webmaster* –
 - Don Chaney (July – October 2007)
 - Jim Grizzell (November 2007 – present)
 - “The mission of the *Health Education Advocate* is to provide a central, timely source of advocacy information related to the field of health education and health promotion.” (web site mission page)

- Advocacy Letters Signed by the CNHEO
 - July 2007: Coalition for Health Funding/Committee for Education Funding FY 2008 Labor-HHS-Ed Appropriations Bill.
 - February 2008: Coalition for Health Funding Function 550/Health Discretionary Funding letter.
 - May 2008: CDC Coalition FY09 letter to members of the House and Senate Appropriations Committees in support of a \$7.4 billion FY09 budget for CDC, sponsored by APHA.
 - May 2008: Campaign for Public Health's letter regarding CDC's budget through FY 2015, to be sent to members of the House and Senate Appropriations Committees

Communications Committee

- CNHEO Website_(www.cnheo.org)
 - Webmaster: Christopher Ledingham
 - New web pages under construction
 - Committee and Task Force Information
 - CNHEO History

Ethics Task Force (2007)

- Based on the final report of the 2007 Ethics Task Force, CNHEO Delegates formulated an Ethics Action Plan with 4 separate action items. The proposed Ethics Action Plan was approved 10-9-07 by Delegates, and was then sent to Coalition member organization boards for separate votes on each action item. In order to implement these action items, 100% of member organization boards must approve.
- In March 2008 results were available to Delegates.
 - *Action Items 1 & 2 received 100% approval and will be implemented.*

Item 1: The CNHEO Task Force on Ethics, with representatives from each of the Coalition member organizations, will revise the existing Health Education Code of Ethics with a specific goal of including more practical applications of the day-to-day practice of health educators, as well as updating it to address current practice issues. Once the Task Force on Ethics completes the revision, it will be sent to the CNHEO for review. Once approved by the CNHEO Delegates, the revised Code of Ethics will be delivered to each member organization board for review and endorsement vote. The revised Code of Ethics will need to be approved by all CNHEO member organizations in order to replace the current Code.

Item 2: Following the revision of the Code of Ethics, the CNHEO Task Force on Ethics will develop a Health Education Ethics Audit Tool. This Ethics Audit Tool is intended to be used by organizations that employ health educators to help assess ethical health education practice in that work setting. The CNHEO Task Force on Ethics would deliver the Ethics Audit Tool to the CNHEO for review. Once approved by the CNHEO Delegates, the Ethics Audit Tool would be submitted to each CNHEO member organization board for review and an endorsement vote. The Ethics Audit Tool will need to be approved by all CNHEO member organizations in order for it to be made available to health educators and employers through the CNHEO web site.
 - *Action item 3 received 70% approval and will not be implemented as originally worded.*

Item 3: Each professional organization within the Coalition:

 - Should have a formal structure (task force, working group, committee, etc.) charged with, but not limited to, the responsibility of expanding programming, publications and awareness of ethical issues within the profession; and
 - Agrees to participate in annual reporting of the organization's ethics-related activities to the CNHEO for the purpose of the CNHEO preparing a yearly report on programming, publications and awareness initiatives for the profession on ethics activities of the member organizations and publishing it on the CNHEO web site. CNHEO Delegates would be responsible for submitting an ethics activity report to the CNHEO Coordinator by July 15 of each year for the previous year's activities (July 1 – June 30 reporting period).
 - *Action item 4 received 90% approval and will not be implemented as originally worded.*

Item 4: CNHEO member organizations, in an effort to promote ethical training in professional preparation programs, will advocate for an expanded inclusion of ethics in professional competencies and as a required component of any future accreditation or quality assurance initiatives. Coverage of basic theories, principles and applications should be addressed.

- Coalition Delegates discussed issues related to action items 3 and 4. Both items were then revised and sent to member organization boards for separate votes in June 2008 with action requested by August 2008. Additionally, to move forward with the approved action items, Delegates have requested that their member organizations appoint a representative to the 2008 CNHEO Ethics Task Force. This newly formed Task Force will be charged with revising the profession wide health education code of ethics.

Marketing the Profession Task Force

- The final report of the health education marketing research, conducted by Hezel Associates, was completed in July 2007 and made available to the Marketing the Profession funding organizations (AAHE, SOPHE, NCHEC, ACHA, CNHEO, ESG), including all member organizations of the CNHEO. Additionally, an Executive Summary of the report is available for download at the CNHEO web site.
- Results of the Hezel Report were presented at the SOPHE Annual Meeting, November 2007.
- The task force continues to meet, with a focus on next steps. Planning is underway for further dissemination of the marketing survey results. A journal manuscript is currently being written, and recommended marketing messages are being prioritized.

CNHEO Public Health Credentialing Task Force

- The initial charge to the Public Health Credentialing task force was to monitor the development of ASPH competencies and implications for the health education profession (including health education competencies and credentialing). In February 2007 the charge was updated to include a request to crosswalk the CUP competencies (entry and level 1) against the ASPH competencies.
- Meetings have occurred via regular conference calls and two in-person meetings (Indianapolis, IN August 24, 2007; Reston, VA September 15, 2007) to crosswalk public health and health education competencies.
- A draft manuscript of findings has been started.

Strategic Planning Task Force

- Profession wide strategic planning discussions began at the November 2007 in-person meeting of the Coalition. Robert McDermott was invited to speak on the need for a profession-wide strategic plan, based on his recent presentation as the Eta Sigma Gamma 2007 Honor Award Recipient.
- During the December 2008 Coalition conference call, Delegates suggested that a strategic planning task force be formed to establish a planning group process and report back to the Delegates. Kathleen Conley, Kelli McCormack Brown, Christopher Ledingham and Mark Temple agreed to serve on this task force. It was suggested that Robert McDermott be invited to participate as well.

Other CNHEO Activities

- *CEPH Board Nomination*
On the July 2007 conference call, Delegates voted to nominate Michael Barnes for the CEPH Board of Directors. All member organizations approved this nomination. A nomination letter was sent to CEPH August 8, 2007.
- *Healthy People 2020 Comments*
In April 2008 Delegates decided that the CNHEO should submit comments on the HP2020 draft statement on *Vision, mission, overarching goals*. Elaine Auld agreed to take the lead on drafting a statement for the CNHEO. Work was begun on the first draft of the CNHEO comments.
- *Emergency Preparedness Messages*
SOPHE is working with CDC as a part of a Rapid Response System to assist in distributing important information alerts to health educators. In January 2008, the CNHEO, as a part of SOPHE's distribution plan, was asked to quickly distribute these alert messages to the membership of our respective organizations. CNHEO sent CDC Rapid Response messages on the following topics: 1) Potential Health Effects Associated with Hydrazine and Satellite Reentry; 2) Ricin; and 3) Salmonella Outbreak.

Profession and Organization Updates

CNHEO Member Organizations

Individual organizations provided updates on initiatives and upcoming events related to their organization. Information that may be of interest to organizations and the profession were routinely forwarded to delegates electronically as it occurred.

NCHEC Updates

Communications with the National Commission for Health Education Credentialing (NCHEC) focused on changes related to the CUP project, specifically, the possibility of an advanced credential, and the timeline for the revised entry level exam (fall, 2007) and the availability of a new study guide. Additionally, updates were provided on a new process for the next competencies update project (CUP).

IUHPE Updates

Communications with the IUHPE focused on information about a joint meeting with SOPHE to be held in New Orleans, May 6-10, 2009, and the 2010 IUHPE World Conference, Geneva, Switzerland. Electronic copies of the NARO newsletter were shared with Delegates.

Respectfully submitted,
Kathleen Mullen Conley, Coordinator
8-9-08