



Coalition of National Health Education Organizations

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Coalition of National Health Education Organizations 2006-2007 Summary Report

The CNHEO has addressed a number of issues important to the health education profession as well as operational issues during the past year (July 2006 – June 2007). 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
 - Randy Black
 - Lori Marks
 - American Association of Health Education (AAHE)
 - Steve Dorman
 - Kelli McCormack Brown
 - Becky Smith
 - American College Health Association
 - Cynthia Burwell
 - Linda LaSalle
 - Doyle Randall
 - American Public Health Association – Public Health Education & Health Promotion Section (APHA-PHEHP)
 - Kathy Miner
 - Shelagh Smith
 - American Public Health Association – School Health Education & Services Section (APHA-SHES)
 - Christopher Ledingham
 - Fred Peterson
 - American School Health Association (ASHA)
 - Mark Temple
 - David Wiley
 - Susan Wooley
 - Directors of Health Promotion & Education (DHPE)
 - Lavel Thornton
 - Mariela Alarcon-Yohe
 - Eta Sigma Gamma (ESG)
 - Kathleen Mullen Conley
 - Kelly Bishop Alley

American College Health Association
Health Education Section

American Public Health Association
School Health Education and Services Section

Directors of Health Promotion & Education

American Public Health Association
Public Health Education and
Health Promotion Section

American School Health Association
American Association for Health Education

Society for Public Health Education, Inc.

American Academy of Health Behavior

Eta Sigma Gamma

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

- Society for Public Health Education (SOPHE)
 - Ellen Capwell
 - Marlene Tappe
 - Elaine Auld
- State Society Directors for Health, Physical Education & Recreation (SSDHPER)
 - Cindy Symons
 - Suzanne Crouch
 - Sharon Murray
- Organizations invited to participate as non-voting members in CNHEO calls include:
 - NARU/IUHPE
 - Kathleen Parker
 - NCHEC
 - Linda Lysoby
- CNHEO Committee / Task Force Chairs:
 - Advocacy – Elaine Auld
 - Marketing Task Force – Stephen Gambescia
 - CNHEO Ethics Task Force – Mal Goldsmith
 - Public Health Credentialing Task Force – Bill Cissell
 - Synergy Infrastructure Task Force – Susan Wooley
 - Communications – Kathy Conley
- Coordinator – Kathleen Conley completed the first year of her 3-year term as Coordinator.
- Deputy Coordinator – Kelly Alley completed the first year of her 3-year term as Deputy Coordinator.
- Budget
 - The account balance, July 1, 2006 was \$6,878.09.
 - The account balance June 30, 2007 was \$8,046.65
 - Income, July 1, 2006 – June 30, 2007 included:
 - \$2,000.00 (from member organization dues)
 - \$ 800.00 (Texas A&M Donation for Web Site)
 - \$ 18.50 (Deposit for Code of Ethics)
 - \$ 73.96 (Interest)
 - Expenditures, July 1, 2006 – June 30, 2007 included:
 - \$1,500.00 (Paid to SOPHE 4/2007 for Advocacy Summit)
 - \$ 11.95 (Paid to Chase Bank for Yahoo Account--web service 5/07)
 - \$ 11.95 (Paid to Chase Bank for Yahoo Account--web service 6/07)
 - Credit Card
 - The CNHEO secured a credit card to facilitate automatic payments for the web site. As recommended by CNHEO delegates, the credit card has the CNHEO Coordinator and Treasurer as signatories.
 - Special thanks to Steve Dorman and Texas A&M for the \$800 donation to fund the web site service policy and other web needs.
 - Special thanks to Ellen Capwell (Immediate Past CNHEO Coordinator), who funded the beginning months of the CNHEO web server contract prior to the CNHEO securing a credit card.
 - Special thanks to Kelly Bishop Alley for funding the domain name, www.cnheo.org.
 - Invoices for \$200 dues, for 2007-2008, were sent to all member organizations in June 2007.
- Goals – New goals for 2006-2007 were not established. Work was continued on initiatives already underway. These are summarized below.
- Calls & Meetings
 - Conference call meetings were held monthly. We have been fortunate to have the use of the CDC conference calling bridge.
 - One face-to-face meeting was held in conjunction with the American Public Health Association Conference, Boston, MA, November 2006. This was in addition to the monthly conference call.
 - The Coalition was also invited to have face-to-face meetings at the American School Health Association's Annual Meeting at St. Louis, MO, October 2006 and at the American Association for Health Education's Annual Meeting at Baltimore, MD in March 2007. It was determined that not enough CNHEO delegates/alternates would be available to attend these meetings so they were not held.

- CNHEO Working Agreement
 - Updates to the CNHEO Working Agreement to include language to formalize relationships with observer organizations were proposed but were not approved by all member organizations. 100% approval is required for working agreement revisions.
- Website
 - The new web site (www.cnheo.org) was launched and the prior website, housed at the University of South Florida, was removed and replaced with a forwarding link to the new site.
 - Special thanks to Chris Ledingham for taking on the webmaster duties and designing the new web site.
 - A CNHEO web site policy was written and approved.
- Contact Information
 - A list of current CNHEO Delegates, Alternates, Representatives, and Observers, with full contact information, continues to be updated and maintained periodically.

Program Activities

- Synergy Infrastructure Task Force Members include: Susan Wooley, Chair (ASHA), Bill Cissell (APHA-SHES), Ellen Capwell, (CNHEO/SOPHE), Karen Denard Goldman and David Ramsey (SOPHE), Kathy Miner (APHA-PHEHP), Kelly Alley (ESG) and Lavelle Thornton (DHPE).
 - In August, based on previous Coalition discussions, the Synergy Task Force sent a letter to all CNHEO member organizations asking for one or two representatives to serve on a Leadership Institute and Think Tank (LITT) Sub-committee. Susan Wooley, Synergy Task Force Chair, requested that names and contact information for representatives be sent to her by October 31, 2006.
 - The LITT would be charged with developing a concept paper about the formation of a leadership institute and think tank, including funding options. The concept paper would have to come back to CNHEO for agreement on the concept before being sent out to all member organization boards for approval.
 - The following member organizations appointed members: ASHA (Susan Wooley), ESG (Robert Bensley), DHPE (Pam Eidson), SOPHE (Eleanor Dixon-Terry).
 - Discussion occurred regarding CNHEO member organizations' support for the charge of the Synergy Infrastructure Task Force and the LITT Sub-committee. It was determined that the CNHEO should review the charge for the LITT and determine next steps.
- The CNHEO Ethics Task Force. Members include Mal Goldsmith, Chair (ESG), Warren McNab (AAHE), Steve Shive (SOPHE), Cheryll Ranger (NCHEC), Claire Stiles (ACHA), David Wiley (ASHA), Marc Hiller (ACHA Alternate), Roberta Hollander (APHA-PHEHP), Bill Cissell (APHA-SHES) and Ellen Boyce (DHPE).
 - The Ethics Task Force presented its recommendations to the CNHEO in May 2007. Recommendations included: 1) Encourage each professional organization within the Coalition to have an Ethics Committee or formulate a Coalition-wide ethics committee with representatives charged with the responsibility of expanding programming, publications and awareness of ethical issues within the profession. Additionally the committee(s) can develop accountability measures to aid the reporting of unethical behavior along with appropriate consequences. 2) Encourage NCHEC to examine a similar process for accountability that includes potential sanctions related to certification. 3) The existing Code of Ethics needs to be revised with a specific goal of including more practical applications to the day-to-day practice of health educators, as well as updating it to address current practice issues. 4) In an effort to promote ethical training in professional preparation programs, promote an expanded inclusion of ethics in professional competencies and as a required component of any future accreditation initiatives. Coverage of basic theories, principles and applications should be addressed. 5) Consider the development of utilizing ethics audits for the health education profession. 6) Develop a resource listing for those wanting to promote and address ethical issues in their programs.
 - The CNHEO developed the first draft of an action plan based on the recommendations of the ethics task force.
 - The Profession Wide Code of Ethics continues to be available in hard copy through Larry Olsen, who has been absorbing mailing costs since supplies have been with him. Order forms are available on the CNHEO website. Requests were granted to include the Code of Ethics in publications and on university websites.

- Marketing the Profession Task Force - Members include: Stephen Gambescia, Chair (SOPHE), Ellen Capwell (CNHEO/SOPHE), Kathy Conley (CNHEO/ESG), Elaine Auld (SOPHE), Randy Cottrell (AAHE), Cynthia Burwell (ACHA), Linda Lysoby (NCHEC), Dave Ramsey (SOPHE), Mal Goldsmith (ESG), and Chris Ledingham (APHA-SHES).
 - CNHEO member organizations were asked to provide membership lists to Hezel Associates, the Marketing firm hired to complete Phase I. These lists were used to request names of health education employers or potential employers.
 - In consultation with representatives from 6 health education professional organizations that contributed funding to hire a market research firm (AAHE, ACHA, CNHEO, ESG, NCHEC, & SOPHE, Hezel Associates
 - developed and conducted an online survey of 1,781 employers/potential employers of professionally prepared health educators.
 - analyzed data from the online survey (612 surveys completed for a 34.4% response rate) and drafted a report explaining the results and potential marketing messages generated.
 - Prior to administering the online survey, Kathy Conley wrote an IRB application for the survey research and received human subjects approval from Eastern Michigan University.

- CNHEO Public Health Credentialing Task Force Members include: Bill Cissell, Chair, Kathy Miner, Elaine Auld, Lynn Woodhouse, Kelly Alley, Linda Lysoby, Marlene Tappe & Bill Livingood. Reactors include: Doug Coyle, Laura Rasar King, Gary Gilmore, Larry Olsen and Alyson Taub.
 - Discussions occurred regarding the current status of the public health credentialing movement. Concerns discussed on the CNHEO call include: 1) ASPH has not verified the public health competencies and has no plans to, and 2) potential impact on CHES.
 - CNHEO Public Health Credentialing Task Force began work on cross walking the CHES competencies with the ASPH competencies.

- 21st Century Progress Report - Calls for updates to the 21st Century Progress Report have been made. The CNHEO had committed to updating progress by each of the organizations on a regular basis, e.g. June and December. Few updates have been provided.

- Advocacy – Several advocacy initiatives took place during the 2005-2006 year as follows:
 - Advocacy Summit
 - The 10th Annual Advocacy Summit took place March 3 – 5, 2007 in Washington, DC., with a record attendance of more than 185 professionals and students. In addition to CNHEO member organizations, two new organizations, The REACH Coalition and the Council of Accredited MPH Programs, provided sponsorship.
 - Summit priorities included: 1. Health Education & Physical Education as core competencies in the No Child Left Behind reauthorization, 2. Funding for elimination of health disparities, and 3. Funding for CDC's Center for Chronic Disease Prevention and Health Promotion.
 - New initiatives for the 2007 Summit included: 1) inclusion of a professional preparation track; 2) establishment of a partners process, allowing organizations beyond CNHEO member organizations to participate; and 3) establishment and implementation of a process for a legislative award, named the Sentinel Award.
 - Kelly Bishop Alley received the Health Education Advocate Achievement Award. Tom Harkin and Arlen Specter were recognized as Sentinel (legislator of the year) award winners.

 - Advocacy Committee
 - Elaine Auld provided periodic updates to CNHEO Delegates on advocacy initiatives, including the Summit, the Health Education Advocate web site, and other opportunities for advocacy.

 - Healtheducationadvocate.org
 - The web site has been maintained and updated on a regular basis to assist with advocacy efforts. Special thanks to Don Chaney for serving as web master for the CNHEO.

 - Letters Signed On include:
 - Coalition for Health Funding letters to Chairmen Obey and Byrd (5/07)
 - Campaign for Public Health's letter to significantly increase CDC's FY08 budget (5/07)

- NCHEC
 - 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).
- IUHPE
 - Communications with the IUHPE focused on information about the 19th IUHPE World Conference, June 2007, Vancouver, Canada.
- Profession and Organization Updates
 - Periodic updates were provided regarding public health credentialing efforts, National Health Education Week, and issues related to NCBDE decision to exclude health educators from eligibility to sit for the Certified Diabetes Educators exam.
 - Individual organizations also provided updates on initiatives and upcoming events occurring for their organization. Information that may be of interest to organizations and the profession were routinely forwarded to delegates electronically as it occurred.
 - Emergency Preparedness
 - SOPHE is working with CDC as a part of a Rapid Response System to assist in distributing important information alerts to health educators. The CNHEO, as a part of SOPHE's distribution plan, has been asked to quickly distribute these alert messages to the membership of our respective organizations.

Respectfully submitted,
Kathleen Mullen Conley, Coordinator
9-10-07