

# CONFERENCE AGENDA

Agenda is subject to change



## SATURDAY, JUNE 21<sup>ST</sup>

1:00PM – 4:00PM

### PRE-CONFERENCE WORKSHOPS

#### ***It's Time! Addressing Youth Mental Health***

*Continued Sunday, June 22, 9:00am-12:00pm*

NAHEC offers a series of programs designed to reduce the stigma of mental health problems and increase skills for identification, support and referral by teen peers, teachers and staff in youth organizations, and families.

#### **Program Content**

- Experience of depression in general and in the school setting
- Depression and brain chemistry
- Strategies youth use to manage and heal
- Skills for positive impact on a teen's experience of depression and connecting with parents
- Hope and lessons learned from the journey

**The program gives** school staff (especially classroom teachers), adults in youth serving organizations, coaches, and others ideas of how to interact with youth and families. Outcomes include: increased identification, support, intervention, and referral skills.

#### **Expected Outcomes & Indicators**

Staff participants in the in-service will acquire/demonstrate:

- Increased awareness and understanding of youth depression & the important role of adults
- Ability to identify and refer youth who are dealing with mental health concerns,
- Ability to effectively connect with and support troubled youth,
- Ability to engage depressed youth in learning and other positive behaviors, and

Initial findings from the pilots include:

- 82% of the in-service participants (primarily teachers) increased their curiosity about students' attitudes, behaviors and academic problems
- 82% increased their use of strategies to create positive connections with students who seemed to be struggling with emotional/mental health problems
- 66% increased their conversations with other school staff about how to better understand student behavior and connect with students
- 42% increased their contacts with parents about how to best understand and connect with their child, and parents.

*Continued Sunday, June 22, 9:00am-12:00pm*

#### **Presenter (s)**

**Sue McKenzie,**

Director of Programs

National Association of Health Education Centers

Milwaukee, WI

## BodyWorks

BodyWorks is an obesity prevention toolkit designed to help parents and caregivers of young adolescent girls (ages 9-13) improve family eating and activity habits. The program focuses on parents as role models and provides them with hands-on tools to make small, specific behavior changes to help maintain healthy weight and prevent obesity.

Upon completion of this train-the-trainer program, participants will be able to provide complete training in their community.

Workshop Components:

- Publications for parents and teens
- Food and fitness journals
- Video on healthy shopping and cooking strategies
- Recipe book
- Weekly meal planner refrigerator magnet
- Pedometers
- Shopping lists

*BodyWorks was created by the U.S. Department of Health and Human Services' Office on Women's Health following a two-year formative research phase.*

*Continued Sunday, June 22, 9:00am-12:00pm*

### Presenters

#### Amy Dolgin

Office on Women's Health – Region V  
Chicago, IL

#### Lesley J. Craig

Office on Women's Health – Region V  
Chicago, IL

## SUNDAY, JUNE 22<sup>ND</sup>

9:00AM – 12:00PM

### PRE-CONFERENCE WORKSHOPS

*It's Time! Addressing Youth Mental Health continued from June 21<sup>st</sup>.*

*BodyWorks continued from June 21<sup>st</sup>.*

12:00PM – 4:00PM

### PRE-CONFERENCE WORKSHOP

#### **The New Revised National Health Education Standards**

Experience the latest and most up-to-date research in developing curriculum based on the National Health Education Standards. College professors, K-12 health educators and everyone interested in learning about the 2006 Health Education Standards are encouraged to attend.

##### Workshop Objectives

Participants will be able to:

- Explain the NHES development and revision process.
- Describe the elements represented in the (2007) NHES document.
- Identify the conceptual basis for the revised NHES.

Apply ways to implement the Access and Equity Principles.

**Susan Telljohann**, H.S.D., CHES, FASHA

The University of Toledo  
Toledo, OH

**12:00PM – 5:00PM**  
**PRE-CONFERENCE WORKSHOP**

**Body Talk**

Body Talk” is a community-based, three-session, primary prevention health education and outreach program that serves children ages 10-13. Consider bringing multiple staff to attend both the Body Talk and [BodyWorks](#) pre-conference trainings for a truly comprehensive approach to middle school obesity prevention programming. The BodyWorks program targets parents and families.

Students examine the influences on popular body images in society. Games and discussions help identify the activity levels common among their age group. Groups assess fat content in snack choices and explore the benefits of a diet low in fat and sugar. The importance of calcium intake is discussed through the use of models. Students get a chance to taste and compare foods with varying amounts of fat.\*\*

**Goal**

To provide students with a clear understanding of fitness and nutrition and its importance in one’s quality of life

**Objectives**

- Identify the factors that influence popular body image
- Recognize the difference between image and reality as it relates to body image
- Define the role that fat plays in adolescent development
- Compare the positive and negative aspects of fat
- Negative aspects of high fat diet
- Define the relationship between common interests at different ages and activity levels
- Identify healthful activities for people of all ages
- Recall the concepts of safe weight management through activity and healthy eating
- Recognize how to retrieve information from the Nutrition Facts Label.
- Put in order snack foods according to the amount of fat per serving
- Explain the need for reducing excess sugar in the diet
- Classify the nutritional values of popular fast food menu items
- Recall the importance of calcium intake during adolescence
- Rate the taste of various foods

*“Body Talk,” a comprehensive, evidence-based obesity prevention program, has been made available by the Ruth Lilly Health Education Center (RLHEC) in Indianapolis. RLHEC has generously offered this program and implementation training to all NAHEC members at no cost.*

**Presenters**

**Shellie Green**

Outreach Coordinator  
Ruth Lilly Health Education Center  
Indianapolis, IN

**Amy Kelly**

Health Educator  
Ruth Lilly Health Education Center  
Indianapolis, IN

**12:00PM – 7:00PM**  
**CONFERENCE REGISTRATION & INFORMATION AREA OPEN**

**12:30PM – 4:00PM**  
**DISCOVER HEALTH! VAN TOUR**

**1:00PM – 5:00PM**  
**MEMBERS COUNCIL MEETING**

**5:00PM – 7:00PM**  
**WELCOME RECEPTION**  
**EXHIBITOR AND POSTER PRESENTATION SHOWCASE**

Please join us for a welcome reception. Exhibitors and poster presentations will be highlighted during this time.

## POSTER PRESENTATIONS

### **Enhancing Social Support, Hardiness and assimilation among Asian Indian International Student at a Large University**

The purpose of this study was to design and pilot test an internet based intervention aimed at enhancing the social support, hardiness and acculturation among students of Asian Indian origin at a large midwestern University. A pretest - posttest randomized design was employed in this study repeated measures ANOVA was done on the study variables.

#### **Key Issues to be Addressed**

1) How social support, acculturation and hardiness can influence mental health 2) design an intervention for influences prediction of mental health

#### **Presenters**

**Amar Kanekar**, MBBS, MPH, CHES  
Graduate Student  
University of Cincinnati, College of  
Education, Criminal Justice and Human  
Services  
Cincinnati, OH

**Manoj Sharma**, MBBS, PhD  
Associate Professor  
University of Cincinnati  
Cincinnati, OH

### **Health Department's Role in Enhancing Coordinated School Health *A Case Study focused on Northern Kentucky***

During the poster session, participants will be provided with information on the Northern Kentucky Independent District Health Department's role in implementing the Coordinated School Health Model and view possibilities for local health department interventions.

The poster session will focus on the school health incentive funds process, school health conference (REACH Conference) and evidence-based health program implementation in school settings.

The poster session will reference the Centers for Disease Control and Prevention's Coordinated School Health Program, evidence-based health programming and the school health incentive funds process and program implementation for schools.

#### **Presenter**

**DeNelle Jenkins**, M.Ed.  
Senior Health Educator for Coordinated School Health  
The Northern Kentucky Independent District Health Department  
Ft. Mitchell, KY

### **Parental Perceived Needs of Oral Health Services**

The Dental Health Program began in the Fall of 2003 with the hiring of the Dental Hygiene Supervisor. The Dental Sealant Program is a school-based program that provides preventative dental sealants to schools with 30% or more of its enrolled students participating in the Free and Reduced Lunch Program. To date the program goes to 40 schools a year and provides not only the application of dental sealants to students' teeth but also a dental health education program to teach students the importance of dental health.

#### **Key Issues to be Addressed**

Perceived oral health services and oral health behaviors among children and parents.

#### **Presenter**

**Carrie Janszen**, RDH, Med  
Dental Hygiene Supervisor, Dental Health Program  
The Northern Kentucky Independent District Health Department  
Ft. Mitchell, KY

### **Prediction of Nutrition and Physical Activity Behaviors in Eighth Graders Using Theory of Planned Behavior**

Obesity is one of the most widespread health threats facing adolescents. This study examined the extent to which constructs of the theory of planned behavior predicted behaviors linked to childhood obesity in middle school children; sedentary behaviors, daily physical activity, fruit and vegetable intake, and water versus sweetened beverages consumption.

This study examined the extent to which constructs of the theory of planned behavior predicted four nutrition and physical activity behaviors in middle school children: water consumption in relation to the amount of sweetened averages consumed, and increasing fruit and vegetable consumption.

Procedures: a 140-item valid and reliable instrument was administered to approximately 200 eighth graders. Height, weight and date of birth were recorded to calculated body mass index (BMI) for age. Principle Findings: Confirmatory factor analysis was done to establish construct validity for each of the subscales used in the study.

#### **Presenters**

**Melinda Ickes**, M.Ed.  
Graduate Assistant  
University of Cincinnati  
Cincinnati, OH

**Manoj Sharma**, MBBS, PhD  
Associate Professor  
University of Cincinnati  
Cincinnati, OH

### **Predictions of Safer Sex in African American College Students: Use of Social Cognitive Theory**

Safer sex is important for protection against STDs and HIV/AIDs. Most of the HIV-related research is targeted towards high-risk groups such as prostitutes, gays and substance abuses but there is evidence that Hiv/AIDs is increasing in college students particularly among African-American college students. A cross-sectional survey design was used in this study. Five self-report scales were developed for situational perceptions toward safer sex, expectations for safer sex, self-efficacy for safer sex, self-control for safer sex and practices for safer sex. Readability, face validity and content validity of these scales were established by a panel of six experts in a two round review process content validity of these scales were established by a panel of six experts in a two-round review process construct validity of scales was established by confirmatory factor analysis by giving it to 150 students.

The purpose of this study was to study the predictors based on social cognitive theory that can explain safer sex among African-American college students. Dependent variable safer sex was regressed against social cognitive theory using stepwise multiple regression.

#### **Presenters**

**Amar Kanekar**, MBBS, MPH, CHES  
Graduate Student  
University of Cincinnati, College of  
Education, Criminal Justice and Human  
Services  
Cincinnati, OH

**Manoj Sharma**, MBBS, PhD  
Associate Professor  
University of Cincinnati  
Cincinnati, OH

### **Relationship between neighborhood environment and physical activity among college Students**

This presentation reports findings from research examining the relationship between the neighborhood environments in which college students live and their physical activity behaviors. Study participants were also queried regarding potential methods for improving their environment for physical activity.

#### **Presenters**

**Justin Nichols**,  
Graduate Assistant  
University of Kentucky  
Lexington, KY

**Kim Miller**, PhD, CHES  
University of Kentucky  
Lexington, KY

### **ThinkFirst for Your Baby: Evaluation of an Injury Prevention Program for at Risk Expectant Parents**

Think First for Your Baby is grant funded program that hopes to reduce unintentional injuries in infants through prenatal education combined with post-partum home visit follow-ups. The program targets two high-risk populations; pregnant teens and Hispanic women.

#### **Detail**

##### Objective:

To identify and evaluate knowledge, behaviors and attitudes about injury prevention issues with Hispanics/Latinos and low income expecting parents in the TriState area.

The overall key issue addressed by our poster is the need to provide injury prevention education to both of the identified populations studied in our program. With the Hispanic population many of their culters don't believe in car seats and usage of other injury prevention devices and with our low-income population many of them can't afford these safety devices or understand the concept of using them due to limited education., Also with the rapid growth of the Hispanic population in the Tristate our program helps with the proper guidance of not only protecting their child but also themselves. The key message to keep in mind is that all of these injuries are preventable. There is a role for health educators to address the issue of injury prevention with expectant parents.

#### **Presenters**

**Krista Jones**, M.Ed /OTR/L  
Injury Prevention Coordinator  
TriHealth / Bethesda North Hospital /  
Think First Program  
Cincinnati, OH

**Stephanie Lambers**, M.Ed /OTR/L  
Injury Prevention Coordinator  
TriHealth / Bethesda North Hospital /  
Think First Program  
Cincinnati, OH

#### **Where Health & Information Meet: Free Health Information for Health Education Professionals**

Helping health educators find authoritative and up-to-date information to disseminate to their clients is the focus of this presentation. This will improve the public's health knowledge and access to the healthcare system and help to foster healthy lifestyles.

Learn how to get free information with help from the National Library of Medicine (NLM). This session is designed for health education professionals looking for information for themselves and their clients. It will include handouts and interactive sessions on the Internet with NLM products including MedlinePlus and PubMed.

##### Learning Objectives:

- 1) To foster awareness and use of NLM databases among health educators and show them how to access for themselves and their clients.
- 2) To familiarize attendees with how to navigate MedlinePlus to find topic pages, drug & supplement information, the medical dictionary & encyclopedia and tutorials.

#### **Presenters**

**Shelley Paden**, MLS, AHIP  
Ohio Outreach Librarian for the Greater  
Midwest Region of the National Network  
of Libraries of Medicine  
Information Services Librarian  
University of Cincinnati Academic Health  
Center, Health Sciences Library  
Cincinnati, OH

**Edith Starbuck**, MLS  
Health Sciences Librarian  
University of Cincinnati Academic Health  
Center, Health Sciences Library  
Cincinnati, OH

#### **Quality of Air = Quality of Life**

A one on one discussion on the impact indoor air quality studies can have on local advocacy efforts regarding smoke-free air in the workplace. We will review the best practices, protocols, and how local data can prove beneficial to public health.

This presentation will provide:

- 1) An elementary understanding of the effects of secondhand smoke (SHS) exposure-to review what SHS is and the health effects associated with SHS exposure.
- 2) A review the process of the air quality study: how data is gathered, analyzed and reported. Audience volunteers will be taught the skills needed to gather indoor air quality data and will gather actual data in the presentation and results will be shown to the audience.
- 3) How data can assist advocacy efforts at the local level.

**Key Issues to be Addressed**

- 1) The importance of protecting public health - it is essential to have proper public health standards to build a healthy community.
- 2) Why SHS is more than a nuisance - exposure to SHS is a preventable threat to public health.
- 3) The importance of scientific data that is gathered by a strict scientific protocol-having scientific data proves that SHS is much more than a nuisance.
- 4) Why advocacy is essential to the advancement of improved public health policies - advocacy has played a key role in all public health policy advancements of the 20th century.

**Presenters**

**Matthew Coleman**, MPH, CHES  
 Senior Health Educator  
 Northern Kentucky Health Department  
 Ft. Mitchell, KY

**Suzann Vogel**, MPA  
 Kentucky Center for Smoke Free Policy  
 Manager  
 University of KY College of Nursing/  
 Kentucky Center for Smoke Free Policy  
 Lexington, KY

**MONDAY, JUNE 23<sup>RD</sup>**

**7:30AM – 5:00PM**

**CONFERENCE REGISTRATION & INFORMATION AREA OPEN**

**8:00AM – 8:45AM**

**CONTINENTAL BREAKFAST & OPENING PLENARY**

Join us for the welcome address, awards ceremony and keynote address.

**10:00AM – 4:00PM**

**POSTER PRESENTATIONS AND EXHIBITORS OPEN**

Please take time throughout the day to visit with exhibitors and view the poster presentations.

**10:20AM – 11:15AM**

**SESSIONS**

**Procter & Gamble, Being a Girl Program**

Procter & Gamble will unveil their new health education program available to NAHEC member sites for distribution. Join us for the unveiling and details of this new program.

**Presenter**  
**Iris Prager**

## **PPO: Personalized Prevention Opportunity. An Inter-agency and Inter-disciplinary Collaboration**

Community/University collaboration provides personalized health promotion for community residents and service learning opportunities for students.

### **Presenters**

**Sandra Shortt**, Ed.D, CHES  
Wellness Program Coordinator, Department of  
Nursing Adjunct, Department of Exercise and  
Sport Science  
Cedarville University  
Cedarville, OH

**April Crommett**, Ph.D.  
Assistant Professor of Exercise Science  
Cedarville University  
Cedarville, OH

**Rachel Parrill**, M.S., R.N.  
Instructor of Nursing  
Cedarville University  
Cedarville, OH

**Judith Shrubsole**, Ph.D., R.N.  
Associate Professor of Nursing  
Cedarville University  
Cedarville, OH

## **Fit City: An Online Program to Develop & Enhance your Health & Physical Education Curriculum**

Fit City is a web-based educational program, developed under a grant from the Centers for Disease Control, that provides interactive nutrition and fitness information. In the session we will describe the Fit City Curriculum, briefly demonstrate its usage, and discuss how to implement it into existing HPE lessons. The Fit City website and material enabled us to teach students by developing plans containing web-based learning activities, quizzes, physical & cognitive activities, and interactive educational games

### **Presenters**

**Jim Smith**, MS  
Health and Physical Education  
Northmont City Schools  
Clayton, OH

**Mike McCloskey**, MS  
President  
361 Interactive LLC  
Springboro, OH

## **Help Children Be Health Smart**

Our Health for Kids and Family Health interactive software programs engage and motivate children to learn about their health and well-being. The ease of discovery and feedback through quizzes and games effectively maintains interest and motivation. The content correlates with over 90% of K - 8 health curriculum. No other software offering provides such extensive coverage of health curriculum.

### **Presenters**

**Peyton Powell**  
VP Sales & Marketing  
Core Learning Inc.  
Jenkintown, PA

**11:25AM – 12:20PM**

**SESSIONS**

**Lessons Learned: Impact of the Program Alignment Project**

This session will provide an overview of the impact of the five-year program alignment project ending in 2009. This program was offered to all of the Health Education Centers (HEC), nationwide. Perspectives representatives of School Health Education, Community Health Education, NAHEC, HECs and Teacher/Trainer will be presented.

**Presenters**

**Jill Black**, Ph.D., CHES  
Associate Professor of Health Education  
Cleveland State University  
Cleveland, OH

**Debra Synatschk**  
Curriculum Director, and Curriculum Mapper  
Trainer  
Greenwood ISD  
Midland, TX

**Judith Ausherman**, Ph.D., CHES  
Associate Professor of Health Education  
Cleveland State University  
Cleveland, OH

**Health Education – a Panel Overview for Professionals**

**National Initiatives in Health Education: Professional Updates**

Several initiatives are occurring that are important to the health education profession and to the work of health educators. Hear and ask questions about movement toward improved quality assurance of professional preparation programs, progress in marketing the health education profession, revised PreK-12 National Health Education Standards, and new teacher preparation standards

**Presenters**

**Ellen Capwell**, Ph.D, CHES  
Professor  
Otterbein College  
Westerville, Ohio

**Becky Smith**, PhD, CHES  
Executive Director  
AAHE  
Reston, VA

**National Compensation Survey of Certified Health Education Specialists**

The purpose of this study is to report the findings of a national survey on the compensation levels of Certified Health Education Specialists (CHES). Significant differences were observed between annual salary and level of employment, annual salary and gender, and between annual salary and highest degree earned.

**Presenters**

**John Bonaguro**, Ph.D  
Dean, College of Health and Human Services  
Western Kentucky University  
Bowling Green, KY

**Tom Nicholson**, Ph.D  
Professor  
Western Kentucky University  
KY, 42101-3576

**John White**, Ph.D  
Associate Professor  
Western Kentucky University  
Bowling Green, KY

**Smith Becky**, PhD, CHES  
Executive Director  
AAHE  
Reston, VA

**David Duncan**, Dr.PH  
Duncan & Associates

## **Picture Books as an Art Form and Artifact for Promoting Human Health and Well Being**

Children's picture books are an art form and artifact for promoting human health through story. By partnering with university libraries and health museums, health educators can access and promote picture books in tandem with content-rich informational web sites to increase exposure of health-promoting messages and human role models for children.

### **Presenter**

**Valerie Ubbes**, Ph.D, CHES  
Associate Professor  
University of Ohio, Miami  
Hamilton, OH

## **Best Practices in Conflict Resolution Education (CRE): Higher Education, K-12, and Juvenile Detention Settings**

This workshop will provide the audience with a review of a national meta-analysis of the best practice research in conflict resolution education followed by a review of the implementation strategies common to the best practice programs. Ohio's nationally recognized comprehensive school conflict management model (provided to 800 of Ohio's public schools since 1993) will be reviewed along with an overview of the USDE - IES school conflict management grant training program, the national Conflict Resolution Education in Teacher Education Program funded by the USDE – FIPSE, and the state-wide Ohio Juvenile Detention Facility Training Project. Resources and training that schools, universities, and juvenile detention facilities in Ohio can access to implement the best practice strategies will be shared.

1. Attendees will receive an overview of what programs are effective in reducing discipline challenges and improving school climate as well as an overview of what strategies schools can implement that are common to these successful programs.
2. Attendees will be provided with an overview of the National Conflict Resolution Education in Teacher Education (CRETE) Pilot funded by the USDE – FIPSE project integrating CRE into the teacher training in three states.
3. Attendees will be provided with an overview of the state-wide Juvenile Detention Training Project being piloted in three county facilities which includes training for detention officers in skills including conflict management, suicide prevention, and trauma.
4. Attendees will gain information about Ohio's state and federally funded school conflict management model and grant training program.
5. Attendees will be provided with resources and training information which they can take back to their school, college and university, or juvenile detention facility to start or refine their own program.

### **Presenters**

**Sarah Walles**  
Education Director  
Ohio Commission on Dispute Resolution and  
Conflict Management  
Highland Hills, OH

**Jennifer Batton**  
Director  
Global Issues Resource Center, Cuyahoga  
Community College - Eastern Campus  
Highland Hills, OH

## **Program Collaboration (Director's Sharing)**

**Facilitator: TBD**

**12:30PM – 1:45PM**

**ROUND TABLE LUNCHEON**

Please join us for the round table luncheon. This format is intended to give attendees and opportunity to share and openly discuss the following key topics. Pick a topic of interest and come prepared to share. Be sure to “mark your space” to reserve a spot. Don’t see a topic for you? Post one on the “Round Table Discussion Board” to see if others will join you to discuss.

- **Technology Focus**  
Facilitator  
TBD
  
- **Accreditation**  
Facilitator  
TBD
  
- **Administrative Issues**  
Facilitator
  
- **Developing a Fundraising Board**  
Facilitators  
**Susan P. Byrnes**  
Founder  
Susan P. Byrnes Health Education Center  
York, PA
  
- **Community Partnerships**  
Facilitator  
TBD
  
- **Engaging Diverse Populations**  
Facilitator  
TBD
  
- **Value of Vision – Strategic Planning**  
Facilitator  
TBD

**J. Anita Ray**  
Director of Development  
Ruth Lilly Health Education Center  
Indianapolis, IN

**1:50PM – 2:45PM**

**SESSIONS**

**Active Learning Strategies: Health Status Investigation (HSI)**

Health Status Investigation is an activity that capitalizes on the widespread interest in forensic science to engage students in meaningful, focused learning on nutrition and physical activity.

**Presenter (s)**

**Agnes Samples**, EdD., MPH, CHES  
Assistant Professor  
Montana State University, Billings  
Billings, MT

**Russ Lord**, EdD  
Professor  
Montana State University, Billings  
Billings, MT

**Teacher Sharing**

Teachers – Are you looking for new strategies, tricks or tips to engage your students? Have you recently come across an effective program you would like to share? Please join one of the teacher sharing groups to share programs you have used and found to be successful, your favorite materials, props, videos or teaching aid. This is your chance to share your best practices and learn from others.

**Session Facilitator (s)**

**Educators from NAHEC Membership**

## **The Heart Truth: Tailoring a Public Health Campaign for Building Healthy Communities**

Effective health campaigns are targeted to whole populations but tailored to people in specific contexts such as community organizations, schools, and universities. Using the Heart Truth campaign, we will show how practicing the professional skills of a certified health education specialist (CHES) can make the tailoring process work.

### **Presenters**

**Amy Schlake,**  
Health Education Licensure Student  
University of Ohio, Miami  
Hamilton, OH

**Valerie Ubbes, Ph.D, CHES**  
Associate Professor  
Miami University  
Hamilton, OH

## **Using exhibit-based websites to change visitors' post-visit behavior**

Museums, health centers, hospital waiting rooms and other public settings provide a prime opportunity to plant the seed for behavior change after the visitor returns home. Drawing on state-of-the-art research on museum exhibit-based learning, Brad Larson will talk about ways of coordinating the exhibit experience with post-visit Website experience. He will demonstrate his StoryKiosk program, designed to record visitors' goals in an exhibit space, and then email the video recording of their goals home for post-visit learning.

### **Presenter (s)**

**Brad Larson**  
President  
Brad Larson Media  
Canton, MA

## **You Hold the Key™ Social Marketing Campaign: A Non-Traditional Approach for the Development of a Teen Motor Vehicle Occupant Protection Campaign**

You Hold the Key™ is a social marketing campaign developed in Cincinnati Ohio to address the public health issue of motor vehicle occupant fatalities in youth ages 15-19 years old. The campaign has been disseminated throughout Greater Cincinnati as follows: School based education, Mass mailing of locally developed peer education video and social marketing campaign dissemination to over 200 high schools and driver education schools. Poster will overview focus group research, campaign development and grass roots efforts.

### Objective:

To identify and discuss focus group results and social marketing campaign concepts for teen motor vehicle injury prevention developed in non- traditional manner with community partners.

The main issue to be addressed with our poster is the use of a social marketing campaign developed with focus group research (with feedback from those in peer group) to address the public health issue of teen motor vehicle related fatalities. Through this poster session, the health educator can identify how community partners can help them address key public health issues in their own respective communities.

### **Presenters**

**Stephanie Lambers, M.Ed /OTR/L**  
Injury Prevention Coordinator  
TriHealth / Bethesda North Hospital / Think First  
Program  
Cincinnati, OH

**Krista Jones, M.Ed /OTR/L**  
Injury Prevention Coordinator  
TriHealth / Bethesda North Hospital / Think First  
Program  
Cincinnati, OH

**Tim Gibson**  
Executive Vice President/Creative Director  
Focus/FGW

**Anthony Borzotta, MD, FACS**  
Bethesda North Trauma Services

**2:55PM – 3:50PM**

**SESSIONS**

**YES Teaching Units Professional Development Workshops: *A Resource for Middle and High School Epidemiology Education***

Epidemiologists calculate and compare risks of disease in exposed and unexposed samples of people, make causal inferences based on their similarities and differences, and create and evaluate health promoting interventions. Participants will be introduced to the YES (Young Epidemiology Scholars) Teaching Units, a resource for health educators and participate in selected lessons.

Epidemiology, the science of public health, is usually taught to graduate students in health-related disciplines. During the past 10 years the CDC, The Robert Wood Johnson Foundation / College Board, and others have advocated teaching epidemiology to younger students for reasons identified below in Key Issues.

The Robert Wood Johnson Foundation has developed YES Teaching Units as a resource for middle and high school teachers in order to facilitate and support the teaching of epidemiology to students in grades 6-12.

In our sessions, we propose to:

1. Describe the rationale for infusing epidemiology education into grades 6-12 curricula.
2. Evaluate the appropriateness of the enduring understandings that are the pedagogical basis for teaching epidemiology.
3. Briefly review the YES Teaching Units.
4. Have session attendees participate in selected components of YES Teaching Units.
5. Identify opportunities for Health Education Centers to facilitate the infusion of epidemiology education into grades 6-12 curricula.
6. Identify and discuss ways of developing partnerships between Health Education Centers and school districts that infuse epidemiology education into grades 6-12 curricula.
7. Identify and discuss ways to overcome challenges to teaching epidemiology in grades 6-12.

At the conclusion of the session, attendees will be invited to develop YES Teaching Unit Workshops as part of their Health Education programming for prospective grade 6-12 epidemiology teachers in their communities.

*To experience the YES Teaching Unit, attend “YES Implemented”*

**Presenters**

**Mark Kaelin**, EdD  
Professor  
Montclair State University  
Montclair, NJ

**Diane Marie St. George**, PhD  
Faculty  
Walden University  
Accredited Online University [www.waldenu.edu](http://www.waldenu.edu)

**HIV, Collaboration, and Chocolate**

Educators often find themselves in the challenging position of providing HIV/AIDS and sexuality education with limited resources and knowledge of best practices. This session will explore how the collaborative efforts of a state education agency, several state universities, and a community health education center were combined to develop a unique and innovative workshop opportunity to meet the needs of teachers in this topic area.

**Presenters**

**Sue Henry**, RN, BSN  
HIV/STD Program Coordinator  
Indiana Department of Education  
Indianapolis, IN

IUPUI  
Indianapolis, IN

**Catherine Sherwood**, HSD, MPH  
Clinical Associate Professor  
Indiana University  
Bloomington, IN

**Denise Seabert**, PhD, CHES  
Assistant Professor, School Health Program  
Coordinator & Advisor  
Ball State University, Department of Physiology & Health Science  
IN, 47306

**Lisa Angermeier**, PhD, CHES  
Clinical Assistant Professor, Health Education

**Lesch Kathy**,  
Technology Coordinator, Health Educator

Ruth Lilly Health Education Center  
Indianapolis, IN

### **Using YouTube in the Health Education Classroom: A User-Friendly Guide**

This session will provide the audience a user-friendly guide to incorporate YouTube into the health education classroom. Case studies of students' perceptions of using YouTube as a presentation tool will be discussed.

#### **Presenter (s)**

**Shonna L. Snyder**, PhD, CHES  
Assistant Professor  
East Carolina University  
Greenville, NC

**Sloane Burke**, PhD, CHES  
Assistant Professor  
East Carolina University  
Greenville, NC

### **Generations: Welcome to the End of the World *Bridging the Generation Gap in the Workplace***

The workplace as you know it has changed. Some say it's the end of the world. Generations are among the most powerful forces in history. In this age of the knowledge worker, how do you motivate, train, retain and build with the new generation? There are now 4 generations in the workplace. Working together and moving organizations forward.

#### **Presenter**

**Deidra Turner**, MA, Fellow  
Manager, Corporate Diversity and Inclusion  
Memorial Hospital & Health System  
South Bend, IN

### **Fund Development (Director's Sharing)**

**Facilitator**  
**Geri Howley**

**4:00PM - 4:55PM**

#### **SESSIONS**

### **Lets Get Real: Addressing Bullying Among Youth and the Prejudice that Fuels It**

This workshop will focus on addressing the prejudice and bias that fuels bullying and harassment among youth. Participants will develop a toolbox to create understanding and empathy among youth and will explore the underlying stereotypes and prejudice that lead young people to tease or harass one another.

#### **Presenters**

**Ryan Schwartz**  
National Outreach and Media Relations  
Coordinator  
The Respect For All Project - a program of  
GroundSpark  
San Francisco, CA

**Serian Strauss**  
Senior Facilitator  
The Respect For All Project - a program of  
GroundSpark  
San Francisco, CA

### **Creating a Walkable Community**

Environmental changes are now part and parcel of comprehensive initiatives to address obesity. This program will explore a community based program to create a walk able community with specific emphasis on environmental changes and mobilization of the community. The City of Erlanger, KY efforts to become a walk able community will be describe. The presentation will outline the steps in mobilizing the community to create a walk able community plan, the continued steps to complement and sustain the plan, the promotion of walking and evaluation of the effort.

**Presenters**

**Mary Singler**, BS, M.Ed., CHES  
Health Promotion Manager  
Northern Kentucky Health Department  
Ft. Mitchell, KY

**Marsha Ball**, BS, Health Education  
Senior Health Educator  
Northern Kentucky Health Department  
Ft. Mitchell, KY

**The Leadership Academy: Working with Diverse Adolescent Populations**

One of the newest statewide programs offered by Clarion University Health Science Education Center (HSEC) is the Leadership Academy which targets minority students from specific school districts across Pennsylvania. Students from individual school districts attend this 3-5 day program held on the University campus. The focus of the Academy is on strengthening the decision making skills in students to better prepare them as leaders. The HSEC staff work closely with each school district's staff to develop a unique partnership.

**Student Presenters**

**Marissa Miller**, Senior  
Reading High School

**Tomisha Peggues**, Junior  
Reading High School

**Heidy Toledo**, Sophomore  
Reading High School

**Peter Miller**, Senior  
Reading High School

**Janette Nunez**, Junior  
Reading High School

**Eliol Alvarnez**, Sophomore  
Reading High School

**Program Evaluation (Director's Sharing)**

**Facilitator**

**TBD**

**5:00PM – 6:30PM**

**DISCOVER HEALTH! VAN TOUR**

Step into Discover Health! to experience this dynamic mobile outreach program of the YMCA of Greater Cincinnati. Tour the van to discover how Discover Health! brings effective education about important health topics including healthy eating, exercising, practicing good hygiene, building self-esteem and preventing substance abuse to 1<sup>st</sup>-8<sup>th</sup> graders throughout the greater Cincinnati region.

**5:15PM -7:00PM**

**OAUHE MEETING**

Ohio Association of University Health Educators (OAUHE) will be holding a meeting for educators

## **TUESDAY, JUNE 24<sup>TH</sup>**

**7:30AM – 12:00PM**

**CONFERENCE INFORMATION AREA OPEN**

**8:00AM – 9:30AM**

### **CONTINENTAL BREAKFAST + EXHIBITOR & POSTER PRESENTATION SHOWCASE**

Enjoy a continental breakfast while browsing Poster Presentations and visiting with Exhibitors.

**8:30AM – 9:30AM**

### **TEACHER SHARING**

Teachers – Are you looking for new strategies, tricks or tips to engage your students? Have you recently come across an effective program you would like to share? Please join one of the teacher sharing groups to share programs you have used and found to be successful, your favorite materials, props, videos or teaching aid. This is your chance to share your best practices and learn from others.

**Session Facilitators:**

**Educators from NAHEC Membership**

**9:30AM – 10:25AM**

### **SESSIONS**

#### **YES Implemented in a Member NAHEC site**

Conference Attendees will be engaged in a YES (Young Epidemiology Scholars) Teaching Unit led by previous NAHEC / YES Workshop Participants at Clarion University. In this NAHEC/ YES collaboration, attendees will fully experience the YES workshop, discuss the value of the workshop and its impact on their plans for teaching epidemiology in the future.

YES Teaching Units, developed by the Robert Wood Johnson Foundation, is a resource for middle and high school teachers in order to facilitate and support the teaching of epidemiology to students in grades 6-12.

Epidemiologists calculate and compare risks of disease in exposed and unexposed samples of people, make causal inferences based on their similarities and differences, and create and evaluate health promoting interventions. Participants will be introduced to the Young Epidemiology Scholars Teaching Units, a resource for high school health educators, and participate in selected lessons.

Epidemiology, the science of public health, is usually taught to graduate students in health-related disciplines. During the past 10 years the CDC, The Robert Wood Johnson Foundation / College Board, and others have advocated teaching epidemiology to younger students for reasons identified below in Key Issues.

*To gain a full understanding of this program, its objectives and reasoning behind its creation, attend "YES Teaching Units Professional Development Workshops: A Resource for Middle and High School Epidemiology Education"*

**Presenter (s)**

**TBD**

## **Community Trust Builders: Establishing and Maintaining a Partnership between Church, Community and Government**

This session will discuss the process of developing a continual, trusting relationship with churches in developing and strengthening their campaigns to change the health of their congregation and surrounding community.

### **Presenters**

**Antonia Mead**, PhD, CHES  
Assistant Professor of Health Education  
Johnson S. Smith University  
Charlotte, NC

**Domonique Brown**  
Multicultural Health Coordinator  
Mecklenburg County Health Department  
Charlotte, NC

**Cheryl Emanuel**, MS, CSAPC  
Community Health Administrator  
Mecklenburg County Health Department  
Charlotte, NC

## **Service Learning – A Panel Showcasing Three (3) Approaches**

Service-learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. In the past several years, service-learning has spread rapidly throughout communities, K-12 institutions, and colleges and universities.

### **Taking Wellness From The Classroom To The Community: Converting Service Learning Into Healthy Communities**

This session will provide a model for designing and implementing behavior modification projects in the community. In addition, the session will outline strategies for successfully partnering with community organizations.

### **Presenters**

**Agnes Samples**, EdD., MPH, CHES  
Assistant Professor  
Montana State University, Billings  
Billings, MT

**Russ Lord**, EdD  
Professor  
Montana State University, Billings  
Billings, MT

### **Serving to Learn and Learning to Service: Social/Emotional Learning, Character and Citizenship through Service-Learning**

Young people want to improve conditions in their schools, neighborhoods, and communities. Service-learning provides an educational methodology that build social and emotional skills, character and civic engagement, protective factors, assets, and academic achievement. This session introduces research, practical strategies, planning sheets, and service-learning ideas for integrating service-learning into your programs.

### **Presenter**

**Susan Keister**, Masters in Education  
Education Consultant, Program Author  
LionsQuest Programs  
Columbus, OH

### **Service-Learning: Engaging Students and Community**

Building healthy communities requires creativity, problem solving, the ability to look at problems from a variety of angles and work with diverse populations. Creating learning opportunities for students to gain these skills may not be feasible in a traditional classroom but can be utilizing service-learning pedagogy.

#### **Presenter**

**Caile Spear**, PhD, CHES

Associate Professor  
Boise State University

Boise, ID

### **Building Healthy Communities Through Internships: The Ultimate Engagement Experience**

Universities and community non-profits can engage and challenge students through internships. Boise State University and the Treasure Valley YMCA have created meaningful experiential education opportunities for students. The YMCA and student interns benefit from this experience as they work together to build strong kids, strong families and strong communities.

#### **Presenters**

**Kate Gaughn**, NASM, NASM-IFS, APEX

Community Wellness Director

Treasure Valley YMCA

Boise, ID

**Caile Spear**, Ph.D, CHES

Associate Professor

Boise State University

Boise, ID

### **Do Health Education Center Programs Make a Difference: The Basics of Program Evaluation**

#### **Presenter**

**David Birch**

Chair

Southern Illinois University - Carbondale

Carbondale, IL

**10:35AM – 11:30AM**

#### **SESSIONS**

### **Service Learning – A Panel Showcasing Three (3) Approaches *continued***

#### **Creating an Inclusive and Welcoming Educational Environment**

This workshop will explore the changing and diverse structures of American families today. Participants will learn about strategies, techniques, and resources to create learning environments that are welcoming and free of prejudice for all students and their families. Additionally, participants will develop a toolbox of age-appropriate resources, strategies, and vocabulary for including LGBT people and issues in conversations with youth of all grade levels. Participants will also learn strategies to increase community involvement through family diversity education.

#### **Presenters**

**Ryan Schwartz**

National Outreach and Media Relations

Coordinator,

The Respect For All Project - a program of

GroundSpark

San Francisco, CA

**Serian Strauss**

Senior Facilitator,

The Respect For All Project - a program of

GroundSpark

San Francisco, CA

## **Living Stronger, Living Longer - Maximizing the strengths of a Community/School partnership to Stengthen Kids**

In 2005, the Great Rivers Affiliate of the American Heart Association set out to fight obesity in partnership with schools. This presentation will take you through the successes and challenges in working with two of the state's largest urban school districts in two different cities.

### **Presenter**

**Jon Labbe**

Partners for School Health, Sr. Director  
American Heart Association  
Cleveland, OH

## **Addressing Youth Mental Health: A review of mental health-related resources available from NAHEC**

NAHEC members can access programming on mental health for middle and high school students, staff who teach and work with youth, parents and community members through NAHEC. Learn about these resources as well as a new national project that is developing video clip modules of effective connection and engagement strategies by classroom teachers. Our member in Kansas will share their experience offering the staff in-service program in their state.

### **Presenters**

**Brenda Sooter**

Director of Educator  
Kansas Learning Center For Health  
Halstead, KS

**Sue McKenzie**

Education Director  
National Association of Health Education Centers  
Milwaukee, WI

## **Reviewing Health education Center Programs for Evaluation Potential: An Application of the Basics**

Applying evaluation and analysis of current evaluation.

### **Presenter**

**David Birch**

Chair  
Southern Illinois University - Carbondale  
Carbondale, IL

**11:45AM – 1:00PM**

**20TH ANNIVERSARY CELEBRATION LUNCH / CLOSING PLENARY**

**1:00PM – 4:30PM**

**ACCREDITATION COMMISSIONER MEETING**

**3:00PM – 7:00PM**

**BOARD OF DIRECTORS MEETING**

**WEDNESDAY, JUNE 25<sup>TH</sup>**

**8:00AM – 11:00AM**

**BOARD OF DIRECTORS MEETING *CONTINUED***