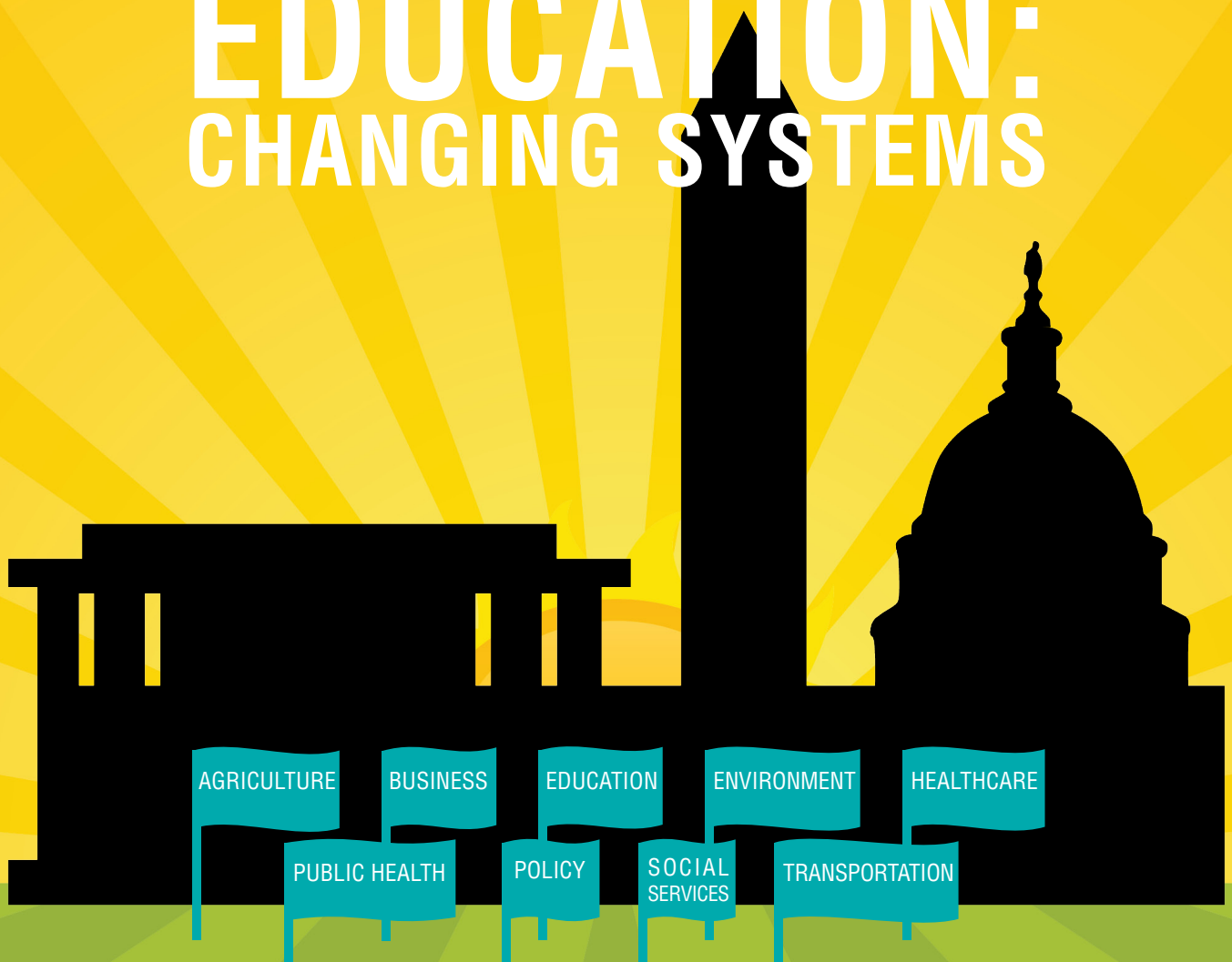


# LEVERAGING THE POWER OF HEALTH EDUCATION: CHANGING SYSTEMS



SOCIETY FOR PUBLIC HEALTH EDUCATION  
62<sup>ND</sup> ANNUAL MEETING  
OCTOBER 27–29, 2011 | ARLINGTON, VA  
PRELIMINARY PROGRAM

# SOCIETY FOR PUBLIC HEALTH EDUCATION 62<sup>ND</sup> ANNUAL MEETING OCTOBER 27–29, 2011 | ARLINGTON, VA

Join us at the premier health promotion conference of the year – SOPHE’s 62nd Annual Meeting, “Leveraging the Power of Health Education: Changing Systems.” Systems changes are needed to shift the national paradigm to prevention and to address the myriad of economic and other challenges in implementing health reform. Changing systems for improved health outcomes will require health educators to apply a wide-angle lens involving transdisciplinary, multidisciplinary and translational collaboration. New partnerships across non-traditional public health spheres such as transportation, politics, healthcare, business, and education must be forged and sustained.

## CONFERENCE OBJECTIVES

This conference will enable you to:

- Explore the dynamics and theory of systems change as it applies to your work in collaboration with businesses, schools, health care organizations, federal/state/local governments or the non-profit sector;
- Expand your capacity and skills for policy, systems and environmental changes to help implement health reform and to achieve health equity;
- Apply and adapt evidence-based approaches and models in the assessment, planning, implementation and/or evaluation of interventions that address persons with multiple chronic conditions; and
- Forge collaboration with non-traditional public health sectors to address the social determinants of health, as showcased in the 2011 National Prevention Strategy and other new federal initiatives.

## WHO SHOULD ATTEND?

All health education specialists, health communicators, behavioral scientists, faculty and students whose work extends to:

- Federal, state or local health agencies
- Voluntary organizations
- Community based agencies
- Hospitals and clinics
- Elementary & secondary schools
- Colleges & universities
- Prevention Research Centers
- Tribal organizations
- Wellness facilities
- Businesses & corporations
- Consulting firms
- Community coalitions
- Other public health & social service settings

## WHAT’S IN THIS CONFERENCE FOR YOU?

Opportunities to network, share, and learn with more than 600 colleagues from across the country dedicated to health promotion! Choose from more than 150 oral presentations, workshops, and posters designed to foster the exchange of knowledge and skills of researchers, practitioners, students, and community members. Enjoy the social exchange, visit exhibitions, explore job and internship opportunities, dialogue in small group lunch roundtables, and rejuvenate your body and spirit with daily wellness activities. Visit the many free national monuments and museums in nearby Washington, DC and enjoy trendy shopping, restaurants, and nightlife.

**BONUS: CHES/MCHES fees are included in the registration. No professional conference offers you a better, all-inclusive package!**

## WELCOME FIRST-TIMERS AND STUDENTS

SOPHE extends a special invitation to all first-time attendees, including all new student members and all others looking for a professional home. Attend the Student Pre-conference Workshop and Mixer on Thursday, October 27, 6-9:00 pm. Don’t miss the Snapshot Orientation on Friday, October 28, 7:15-8:15 am (with continental breakfast) to learn more about SOPHE membership benefits, meet SOPHE leaders, and explore how SOPHE involvement can advance your professional career.

## 2011 HONORARY FELLOWS

This year, SOPHE is proud to honor two exceptional individuals for their contributions to health education and advancing the public’s health.



### FIRST LADY MICHELLE OBAMA

Since 2010, Mrs. Obama has led the national “Let’s Move” campaign to improve the health and fitness of America’s children. The campaign has galvanized

health, human service, transportation, civic, business, media and other sectors both within and outside of government to tackle the problem of childhood obesity through improved nutrition and physical activity opportunities. The First Lady’s leadership highlights the critical social, educational, environmental and other determinants that affect the health of our nation’s youngest citizens and future workforce.



### JAMES O. PROCHASKA, PHD

Dr. James Prochaska, Director of the University of Rhode Island Cancer Research Center, is recognized as SOPHE’s 2011 Honorary Fellow for

his lifetime of achievements in improving the theoretical base of the health education field. Dr. Prochaska pioneered the Transtheoretical Model, which outlines stages of readiness for health behavior change. Now more than three decades old, the model is arguably one of the most widely applied in health education research and practice.

## SELECTED 2011 CONFERENCE SUPPORTERS

Sage Publications  
Indiana University School of Public Health  
U.S. Centers for Disease Control & Prevention  
James F. and Sarah T. Fries Foundation  
Walden University  
Kaplan University  
National Capital Area SOPHE  
National Commission for Health Education Credentialing, Inc.

# SELECTED CONFERENCE FACULTY



## LARRY COHEN, MSW

Larry Cohen founded the Prevention Institute in 1977, a national non-profit center recognized for its cross-cutting, innovative analysis and for its strategic skill in catalyzing and guiding cross-sectoral partnerships to promote prevention. As an accomplished coalition leader, author and community organizer, Mr. Cohen has inspired a comprehensive, integrated approach that promotes health and health equity in all policies, particularly as it relates to health reform, nutrition and physical activity, and preventing injury and violence.



## THOMAS A. LAVEIST, PHD

Tom LaVeist is Professor and Director, Johns Hopkins Center for Health Disparities Solutions and William C. and Nancy F. Richardson Professor in Health Policy at the Bloomberg School of Public Health. Dr. LaVeist's research and writing seeks to develop an orienting framework in the development of policy and interventions to address race disparities in health-related outcomes. His areas of expertise include U.S. health and social policy, the role of race in health research, social factors contributing to mortality, longevity and life expectancy, quantitative and demographic analysis and access, and utilization of health services.



## KAREN K. LEE, MD, MHSC, FRCPC

Karen Lee heads the Built Environment Program at the NYC Department of Health and Mental Hygiene. She is also a part-time Associate Clinical Professor at the University of Alberta School of Public Health, a WHO Collaborating Center for Non-Communicable Disease Policy. Dr. Lee leads the NYC Health Department's efforts to implement the Active Design Guidelines through trainings, outreach and city policy efforts and supports supermarket development in underserved neighborhoods in NYC. Before coming to NYC, she was with the CDC Epidemic Intelligence Service, where she worked in the Division of Nutrition, Physical Activity and Obesity.



## MICHAEL P. O'DONNELL, MBA, MPH, PHD

Michael O'Donnell is Founder, President and Editor-in-Chief of the *American Journal of Health Promotion*. He has helped more than 100 public and private organizations develop and refine existing health promotion programs. He is also Founder and Chairman Emeritus of "Health Promotion Advocates", a non-profit policy group successful in developing six provisions included in the Affordable Care Act. A prolific author, Dr. O'Donnell holds a PhD in Health Behavior and Health Education from The University of Michigan School of Public Health, an MBA in General Management and an MPH in Hospital Management, both from University of California, Berkeley, and an AB in psychobiology from Oberlin College.



## TODD PARK

As HHS Chief Technology Officer, Todd Park works to harness the power of data, technology, and innovation to improve the health and welfare of the nation. Mr. Park co-founded Athenahealth in 1997 and co-led its development over the following decade into one of the most innovative, socially-oriented, and successful health information technology companies. Formerly, he served as a management consultant with Booz Allen & Hamilton in health care strategy, technology, and operations. Mr. Park graduated magna cum laude and Phi Beta Kappa from Harvard College with an A.B. in economics.



## DANIEL PERALES, DRPH, MPH

Dan Perales is 2010-11 President of SOPHE and Professor and Director of the MPH Distance Education Program at San Jose State University. Over the last 20 years, he has conducted evaluation of programs related to tobacco control, prenatal care outreach, nutrition education and food security, child immunization, and coalition development and maintenance. A sought after consultant and author, Dr. Perales has served on APHA and SOPHE Advisory Boards as well as the editorial boards of several peer-reviewed journals.



## JAMES O. PROCHASKA, PHD

James Prochaska is Director of Cancer Prevention Research Center and Professor of Clinical and Health Psychology at the University of Rhode Island. He is the author of more than 300 publications, including three books, and is internationally recognized for his stage model of behavior change. He is the principal investigator on over \$60 million dollars in research grants for the prevention of cancer and other chronic diseases. Dr. Prochaska has won numerous awards including the Top Five Most Cited Authors in Psychology from the American Psychology Society.

## PLANNING COMMITTEE MEMBERS

2011 ANNUAL MEETING TRUSTEE: Eva Doyle, PhD, MEd, MCHES

Elaine Auld	Sherry Stephens-	Jennifer St Clair
Nelson A. Atehortúa	Gibson	Russell
Kelly Bishop	Melissa Grim	Adrienne M. Smith
Sloane C. Burke	Sherry Grover	Theresa Teekah
Kelli Carrington	Anne Haynes	Susan Ward
Claudia Coggin	Cheryl L. Holt	Nicolette Warren
Jennifer Conner	Tara Lockwood	Claire A. Weschler
Kay Deaner	Laura Mariani	Richard Windsor
Sharon M. Desmond	Jody Oomen-Early	
Sandra Flegler	Jasmine J. Opusunju	
Linda Forsys	Tiffany Pertillar	
Nancy Freeborne	Marilyn Rice	

# INTERACTIVE SKILL-BUILDING PRE-CONFERENCE WORKSHOPS

THURSDAY  
OCTOBER 27

Maximize your travel and CHES credits by taking advantage of “hot topic” pre-conference workshops on Thursday, October 27. **Select from six different workshops (additional fees apply).** Register early, first come-first served!

## THURS/OCT 27/1:00 PM – 5:00 PM

### Pre-Conference Workshop I

#### Policy & Environmental Strategies for Limiting Alcohol Consumption Problems in the Community

Greater alcohol outlet density is associated with increased alcohol consumption and related harms. This workshop presents evidence from CDC’s Task Force on Community Preventive Services to limit alcohol outlet density through the use of regulatory authority (e.g. licensing and zoning). It introduces the *Action Guide on Alcohol Outlet Density*, developed by Community Anti-Drug Coalitions of America (CADCA) and the Johns Hopkins’ Center on Alcohol Marketing and Youth, and presents case studies and plans to execute media and policy advocacy campaigns on this issue.

**Presenters:** *David Jernigan, PhD, is Director of the Johns Hopkins’ Center on Alcohol Marketing and Youth and has worked extensively in the field of media advocacy, the strategic use of the mass media to influence public health policy. Michael Sparks, MA, is a national consultant in alcohol policy with prior appointments on the Robert Wood Johnson Foundation, Vallejo Fighting Back Partnership, and Marin Institute for the Prevention of Alcohol and Other Drug Problems.*

## THURS/OCT 27/1:00 PM – 5:00 PM

### Pre-conference Workshop II

#### Evaluation of Health Promotion & Disease Prevention and Management Programs

The objective of almost all health promotion-disease prevention programs (and proposals) is to produce data/insight about the “effectiveness” of a new policy, intervention, and/or evidenced-based practice(s) for a specific health problem, population at risk, and practice setting. This workshop will define the major scientific, professional practice, and policy-political factors that influence the development of proposals, funding, and implementation of HP-DP evaluations, using case studies. *Textbook included in workshop fee.*

**Presenter:** *Richard Windsor, MS, PhD, MPH, is a Professor and an established NIH Principal Investigator in the Department of Prevention and Community Health at The George Washington University School of Public Health and Health Services. He is jointly appointed as the Presidential Professor of Public Health for the University of Alaska System in Anchorage, College of Health and Social Welfare.*

## THURS/OCT 27/4:00 PM – 6:00 PM

### Pre-conference Workshop III

#### SABPAC: Quality Assurance for Undergraduate Community Health Education

This interactive workshop will describe the role of the SOPHE/AAHE Baccalaureate Approval Committee (SABPAC) in assuring the quality of professional preparation programs in health education, including the committee’s purpose, composition, organization and accountability. Find out how you can prepare your institution for SABPAC review and/or how to join a SABPAC site review team and earn CHES credits.

*SABPAC Manual included in workshop fee.*

**Presenters:** *Ellen Capwell, PhD, CHES, Co-chair, SABPAC and Professor, Health Education, Otterbein College; Carolyn Cox, PhD, CHES, Co-chair, SABPAC and Professor, Health Education, Truman State University.*

## THURS/OCT 27/6:00 PM – 9:00 PM

### Pre-conference Workshop IV

#### Health Impact Assessment: Improving Health Decision-making

Health impact assessments (HIA) are increasingly used to consider various health determinants and promote community health and equity in planning and policy development processes. This hands on workshop will review procedures, methods and tools used in HIA; the importance of collaboration and potential roles for diverse stakeholders; the types of settings where HIA can be applied; and steps in conducting HIA and applying findings and recommendations.

**Presenter:** *Jennifer Lucky, MPH, joined Human Impact Partners in 2008, where she conducts and provides training in health impact assessments. Formerly, she worked with community groups and the University of Southern California to develop and facilitate a “Goods Movement 101” focused on the health impacts of international trade.*

## THURS/OCT 27/6:00 – 9:00 PM

### Pre-conference Workshop V

#### Writing for Behavior Change

We rely heavily on the written word for health communication—in printed health education materials, on the Web, or even via text messages. However, experience has shown that providing people with information and telling them how they should behave is not enough to bring about behavior change.

**Presenters:** *Stacy Robison, MPH, MCHES, and Xanthi Scrimgeour, MEd, MCHES, are co-founders of CommunicateHealth. Stacy currently oversees plain language content development for the award-winning Web sites healthfinder.gov and HealthyPeople.gov. Xanthi’s 15-plus years of experience in state and local public health give her an on-the-ground understanding of the communication challenges facing today’s public health professionals.*

## THURS/OCT 27/6:00 – 9:00 PM

### Pre-Conference Workshop VI & Student Mixer

#### Empowering Future Health Education Leaders

Developing an outstanding resume and networking with colleagues in the industry are two vital elements to launching a successful health education career. To that end, expert panelists will provide insights about working in different health education sectors/job settings, terminology/lingo employers are looking for in resume reviews, and overall expectations and skills needed to succeed in various settings. During part two, participants will have a chance to practice their “elevator speeches” and interact with speakers through a “speed dating” like exercise. Student/new professional social to immediately follow.

**Presenters:** *Sherry Stephens-Gibson, MPH, MCHES and multiple health education luminaries working in diverse settings.*

# PROGRAM IN BRIEF

## THURSDAY, OCTOBER 27

7:30 am – 6:00 pm Registration/CHES Desk Open  
 8:00 am – 11:00 am House of Delegates Meeting  
 11:00 am – 6:00 pm Board of Trustees Meeting  
 1:00 pm – 5:00 pm **PRE-CONFERENCE WORKSHOP I:**  
 Community Alcohol Policy Change Strategies  
**PRE-CONFERENCE WORKSHOP II:**  
 Evaluation of Health Promotion Programs  
 2:00 pm – 5:00 pm Optional Tour: Washington, DC monuments  
 Exhibits/Posters Set up  
 4:00 pm – 6:00 pm **PRE-CONFERENCE WORKSHOP III:**  
 SABPAC: Quality Assurance for Undergrad  
 Community Health Education Programs

6:00 pm – 9:00 pm **PRE-CONFERENCE WORKSHOP IV:**  
 Health Impact Assessments  
 6:00 pm – 9:00 pm **PRE-CONFERENCE WORKSHOP V:**  
 Writing for Behavior Change  
 6:00 pm – 9:00 pm **PRE-CONFERENCE WORKSHOP VI:**  
 Empowering Future Health  
 Education Professionals  
 2011-12 SOPHE Board Orientation

6:30 pm - 8:00 pm

## FRIDAY, OCTOBER 28

7:00 am – 6:00 pm Registration/CHES Desk Open  
 7:15 am – 8:15 am SOPHE Snapshot & Meeting Mentoring Program  
 8:30 am – 8:00 pm Exhibits/Posters/Job Bank Open  
 8:30 am – 8:45 am Opening Session  
 8:45 am – 9:15 am

**PLENARY I - SOPHE 2011  
 PRESIDENTIAL ADDRESS**  
*Daniel Perales, DrPH, MPH, San  
 Jose State University*

9:15 am – 9:45 am **KEYNOTE ADDRESS - NATIONAL  
 PREVENTION STRATEGY**  
*TBA, Department of Health and Human Services*

9:45 am – 10:05 am **PRESENTATION OF HHS 2011 HEALTHY  
 LIVING INNOVATION AWARDS**

10:00 am – 6:00 pm NCHEC Lounge (*All Welcome*)  
 10:05 am – 10:30 am Fitness Stretch/Break with Exhibitors  
 10:30 am – 11:45 am **CONCURRENT SESSIONS A**

**A1:** *National Environmental Health Promotion Network:  
 Bringing Tools and Training to Health Educators*

**A2:** *Building Capacity of Health Professionals  
 and Workers for the 21st Century*

**A3:** *Innovations in Promoting Healthy Living:  
 Conversations with HHS 2011 Award Winners*

**A4:** *Community Interventions for  
 Decreasing High-Risk Behaviors*

**A5:** *Innovative Research Approaches:  
 Broadening the Health Promotion Lens*

11:45 am – 12:15 pm Box Lunch Pickup  
 12:00 pm – 1:00 pm Community of Practice Roundtables  
 12:00 pm – 1:00 pm SOPHE – AAHE Fireside Chat (*All Welcome*)  
 1:15 pm – 2:30 pm **CONCURRENT SESSIONS B**

**B1:** *Improving Adolescent Health  
 through Systems Change*

**B2:** *Strengthening Connections & Collaboration  
 (C2) for Improved Health Outcomes*

**B3:** *Expanding SOPHE Inclusiveness  
 of LGBT Communities*

**B4:** *Leveraging the Power to Build Healthy  
 Communities: Policy, Systems and Environmental  
 Approaches to Preventing Chronic Disease*

**B5:** *SOPHE Hot Topics*  
 Move to next Session

2:30 pm – 2:45 pm  
 2:45 pm – 4:00 pm **CONCURRENT SESSIONS C**

**C1:** *Transforming Communities: Making  
 the Healthy Choice the Easy Choice*

**C2:** *Environmental Health Promotion: Going Green*

**C3:** *Quality Assurance in Health Education:  
 Addressing the Multiple Determinants of*

*Professional Preparation & Practice*

**C4:** *Developing Culturally Appropriate Strategies*

**C5:** *Snuffing Out Tobacco: A Winnable Battle*

4:00 pm – 4:30 pm Break with Exhibitors  
 4:30 pm – 6:00 pm **PLENARY II - TRANSFORMING SYSTEMS FOR  
 IMPROVED HEALTH: LESSONS FOR LEADERS**

*Larry Cohen, MSW, Prevention Institute*  
*Thomas LaVeist, PhD, Johns Hopkins University*  
*Bloomberg School of Public Health*

*Karen Lee, MD, New York City  
 Department of Health (invited)*  
 Gala Opening Social; Poster Session with Authors

6:00 pm – 8:00 pm

## SATURDAY, OCTOBER 29

7:00 am – 3:00 pm Registration/CHES Desk Open  
 Fitness Run & Continental Breakfast  
 7:15 am – 8:00 am Student & Faculty Community  
 of Practice Roundtables  
 7:15 am – 8:15 am

7:15 am – 8:15 am Early Riser I: Designing & Managing  
 Volunteer Opportunities

7:15 am – 8:15 am Early Riser II: Addressing Cultural  
 Competence, Diversity and Inequities

7:15 am – 8:15 am Early Riser III: Poster Promenade  
 Exhibits/Posters/Job Bank Open  
 8:30 am – 9:45 am **CONCURRENT SESSIONS D**

**D1:** *Icons of Health Education Leadership:  
 Revisiting Our Past to Inform Our Future*

**D2:** *International Perspectives: Bridging  
 the Health Promotion Shores*

**D3:** *Impacting University Policies and  
 Initiatives for Improved Student Health*

**D4:** *Enhancing Health Equity through Coalition  
 Building: Diabetes Prevention and Management*

**D5:** *Participatory Learning/Teaching  
 Strategies across the Lifespan*  
 Fitness/Stretch Break

9:45 am – 10:00 am **PLENARY III - ELIZABETH FRIES AWARD  
 LECTURE - INTEGRATING HEALTH EDUCATION  
 INTO NATIONAL HEALTH POLICY: THE  
 PERSPECTIVE OF A GRASS ROOTS ADVOCATE**

*Michael P. O'Donnell, MBA, MPH, PhD,  
 American Journal of Health Promotion*

10:45 am – 11:30 am **PLENARY IV/SOPHE 2011 HONORARY  
 FELLOW LECTURE**

*James O. Prochaska, PhD, University  
 of Rhode Island Cancer Center*  
 Box Lunch Pick up

11:30 am – 12:00 pm SOPHE All Member Business Meeting  
 11:45 am – 12:45 pm **PLENARY SESSION V- IMPROVING HEALTH  
 THROUGH DATA AND TECHNOLOGY**

*Todd Park, Department of Health  
 and Human Services*

2:00 pm – 2:15 pm **CLOSING REMARKS**  
 2:15 pm – 4:00 pm Posters/Exhibits Tear Down  
 2:30 pm – 5:00 pm SABPAC Meeting

SOPHE 2011-12 Executive Board Meeting  
 Health Promotion Practice Editorial  
 Board Meeting & Reception

2:30 pm – 5:00 pm SOPHE Health Equity Cooperative  
 Agreement Meeting  
 6:00 pm – 9:00 pm SOPHE Awards Ceremony Gala (optional tickets)  
 9:00 pm – 10:00 pm Awards Ceremony Afterglow

## SUNDAY, OCTOBER 30

8:30 am – 10:30 am SOPHE Past Presidents Breakfast Meeting

## MONDAY, OCTOBER 31

12:00 pm – 2:00 pm Health Education & Behavior Editorial Board Meeting

# MEETING HIGHLIGHTS

## AWARDS CEREMONY AT MOUNT VERNON

Join your SOPHE colleagues in honoring SOPHE's 2011 award winners on Saturday, October 29, 6:00 – 10:00 pm at the National Historic Landmark, Mount Vernon. As the plantation home of George Washington, the Mount Vernon estate is located in Alexandria on the scenic banks of the Potomac River. Attendees will feast on gourmet hors d'oeuvres and dessert and mingle with awardees both before and after the sit-down awards ceremony. Reserve your ticket for both the awards ceremony – **and a private Mansion visit at the beginning of the hors d'oeuvres reception for an additional price** – with your meeting registration. A limited number of tickets will be available onsite. Bus transportation is included in ticket fee.

## CHES CONTINUING EDUCATION

An application has been submitted to award approximately 20 Continuing Education Contact Hours (CECHs) for certified health education specialists (CHES) and MCHES. SOPHE, including its chapters, is a designated multiple-provider of CECHs by the National Commission for Health Education Credentialing, Inc. **Administrative fees for continuing education are included in the conference registration fees.**

## SOPHE COMMUNITIES OF PRACTICE ROUNDTABLES

SOPHE Communities of Practice (CoP) roundtables provide opportunities to connect with individuals with similar interests. Topics to be included are the following: Children/Adolescent Health; Medical Care/Patient Education; Health Communications/Social Marketing; Health Disparities; Healthy Aging; Emergency Preparedness; Environmental Health; Worksite Health; Anthropology; Tobacco; Faculty; Students/New Professionals; and International/Health. Check out CoP breakfast/lunch meeting times on the program schedule.

## POSTER GALLERY & POSTER PROMENADE

View over 40 posters on display during the conference and interact with authors at the Gala Opening Social on Friday evening, 6:00 – 8:00 pm. On Saturday morning, enjoy your continental breakfast and participate in our Poster Promenade, consisting of guided poster tours and discussion on selected topics. See also winners of the Student Poster Contest!

## EXHIBITS AND PUBLICATIONS MART

Peruse information, publications, tools, and the latest technological innovations from an array of organizations and companies on Friday and Saturday. Opportunities and options for supporting the conference are available by contacting Laura Mariani (lmariani@sophe.org). Don't miss this opportunity to reach some 600 decision-makers and thought leaders in disease prevention and health promotion!

## CHES LOUNGE AND CLINIC *Back by popular demand!*

Would you like to know more about the CHES credential and if you are eligible? Do you have questions about your current CHES credential? Are you thinking about becoming MCHES? Are you an employer that seeks to hire a CHES/MCHES? NCHES staff and board members will be available to answer your questions on Friday, October 28, 10:00 am – 6:00pm. All Welcome.

## MEETING MENTOR PROGRAM

The meeting mentor program is a great way for students, community members, and new professionals, and seasoned SOPHE members to learn from each other and expand their professional networks. This program joins mentors and protégés over the 1.5 day conference for dialogue, career advice, questions about the profession, and connections. Sign up on the registration form. For more information, contact that National SOPHE office at (202) 408-9804.

## TWITTER ALERT!

This conference will feature opportunities to tweet, enhancing your professional exchange with other attendees. Bring your cell phones, tablets and laptops, and get geared up to participate in this exciting and generative social media! Follow @SOPHETweets and use #SOPHE2011 to join the conversation! (Note – participants are responsible for any individual fees that may apply.)

## CAREER RESOURCE CENTER

The SOPHE Career Resource Center is a valuable connection for tools, resources, internships, and employment opportunities in health education and health promotion. Job postings and resumes of candidates are displayed free of charge. To post a job or your resume, fax or email your information to the SOPHE office (202/408-9815) no later than **Monday, October 18, 2011**, attention Julia Gin (jgin@sophe.org).

## WELLNESS CHALLENGE

The conference sponsors are committed to providing healthy foods and encouraging healthy behaviors addressing the mind, body and spirit connections. Join other conferees in running and walking groups of varying abilities. In addition, take advantage of the hotel's complimentary fitness center and indoor pool. Engage in 30 minutes or more of exercise daily to be eligible for a raffle with prizes.

## OPTIONAL MONUMENT SIGHTSEEING TOUR

Arrive early on Thursday, October 27 for a 3-hour tour of Washington, DC highlights. See the Capitol, White House, Lincoln Memorial, Vietnam War Memorial, Korean War Memorial, Marine Corps Memorial (Iwo Jima), and the Franklin Delano Roosevelt Memorial. You'll also see plenty of other DC attractions from your mini-coach. Convenient pick up and drop off at the hotel.

## Help Us Help Them!

Help us give back to the community by bringing a canned good to donate to the Central Union Mission, Washington, DC. The mission serves 152,000 meals annually. Donations also welcome.

## HOUSING REFERRAL SERVICE

Registrants who would like to share hotel accommodations can contact the National SOPHE office at [info@sophe.org](mailto:info@sophe.org). Please provide your name and arrival/departure dates.

## ACCESSIBILITY

The Renaissance Arlington Capital View Hotel is fully accessible to wheelchair users, including meeting rooms, exhibit halls, and public areas as well as telephones, drinking fountains and restrooms. Please let us know if you have any special needs ([Imariani@sophe.org](mailto:Imariani@sophe.org)) by October 1, 2011.

## ON-DEMAND WEBCASTS

Travel funds low or non-existent? Experience the conference first hand at your desk - at work or at home. View selected conference sessions at reasonable fees that include CHES credits. Find out more about SOPHE's new offering of On-Demand Webcasts at [www.sophe.org](http://www.sophe.org)

# REGISTRATION FORM

Early-Bird Registration deadline: September 19, 2011 | Pre-Registration deadline: October 7, 2011

**PLEASE PRINT:**

Information with an { \* } will appear on conference badges; all other information will appear in participants' roster.

Name\* \_\_\_\_\_ Degree/Certification \_\_\_\_\_  
 Title/Position \_\_\_\_\_ Organization/Company\* \_\_\_\_\_  
 Address \_\_\_\_\_  
 City\* \_\_\_\_\_ State\* \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Country \_\_\_\_\_ E-mail \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

**CONFERENCE REGISTRATION FEES:**

*{Includes 2 box lunches; 2 continental breakfast; breaks; social; materials; CE fees }*

	<b>EARLY</b> <i>Rec'd by 9/19</i>	<b>PRE</b> <i>Rec'd by 10/7</i>	<b>ONSITE</b> <i>After 10/7</i>	
National/ Chapter SOPHE Member <i>{Must indicate Chapter}</i> _____	\$355/380	\$380/395	\$430/435	_____
Transitional Member _____ <i>{Available to current SOPHE members who hold transitional status}</i>	\$240	\$270	\$285	_____
Student/Emeritus Member _____	\$190	\$215	\$230	_____
Non-Member – Professional _____	\$535	\$555	\$590	_____
Non-Member – Student _____	\$225	\$250	\$290	_____

Join National SOPHE and save \$65 or more on registration!

**TOTAL** \$ \_\_\_\_\_

**MEMBERSHIP FEES:**

NEW Member joining SOPHE <i>{professionals joining for the first time}</i> _____	\$120	_____
Student / Emeritus Member _____ <i>{Must be full-time student w/hrs or more &amp; attach faculty letter attesting to full-time status}</i>	\$75/105	_____
Transitional/New Professional _____ <i>{Available only to current students who have graduated from an undergrad/grad program in the last 12 months}</i>	\$100	_____
Renewing SOPHE Membership _____	\$165	_____

**TOTAL** \$ \_\_\_\_\_

**OPTIONAL PRE-CONFERENCE WORKSHOPS:**

10/27, 1:00pm–5:00pm Workshop I: Alcohol Policy _____	\$75	_____
10/27, 1:00pm–5:00pm Workshop II: Evaluation _____ <i>{includes textbook}</i>	\$100	_____
10/27, 4:00pm–6:00pm Workshop III: SABPAC _____ <i>{includes manual}</i>	\$75	_____
10/27, 6:00pm–9:00pm Workshop IV: Impact Assess _____	\$60	_____
10/27, 6:00pm–9:00pm Workshop V: Writing _____	\$60	_____
10/27, 6:00pm–9:00pm Workshop VI: Students _____	\$15	_____

**TOTAL** \$ \_\_\_\_\_

**OPTIONAL EVENTS:**

Thursday, October 27 – Monument Tour, 2:00pm–5:00pm _____	\$43	_____
Saturday, October 29 – Awards Ceremony, 6:00pm–10:00pm _____	\$45	_____
- Plus Mount Vernon Mansion Tour <i>{must also purchase Awards Ceremony ticket}</i> _____	\$35	_____

**TOTAL REMITTED** \$ \_\_\_\_\_

**MEMBERSHIP OPPORTUNITIES:**

Indicate if First-Time Meeting Attendee  
 Indicate if you would like to participate in the Conference  
 Mentoring program:  Mentor  Protégé

**OTHER REQUIREMENTS:**

Accessibility: Check here if you require assistance to participate fully in the meeting and attach written descriptions of requirements.  
 Check here if you prefer vegetarian meals.

Check payable to SOPHE  Purchase Order # \_\_\_\_\_  
 Note: Only state and federal institutions can submit purchase orders. A copy of the purchase order must be attached for registration to be processed.  
 VISA  MasterCard  Discover Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Printed Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

For fast service, registrations should be completed online at [www.sophe.org](http://www.sophe.org). Others may send a completed registration form to SOPHE 62nd Annual Meeting, 10 G St NE, Suite 605, Washington, DC 20002; Fax (202) 408-9815. **Cancellations: Refund request must be received in writing. All cancellations will be subject to a \$50 cancellation fee and will be refunded after the conference. No refunds will be given FOR ANY REASON AFTER OCTOBER 14, 2011. Substitutions are allowed at any time provided that they are the same membership status and submitted in writing to the National SOPHE office.**

**SOCIETY FOR PUBLIC HEALTH EDUCATION**  
**10 G ST. NE**  
**STE. 605**  
**WASHINGTON DC 20002**

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DOCUMENTATION



## CONFERENCE LOCATION

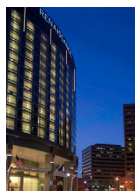


### CONFERENCE HOTEL

All conference sessions will be held at the brand-new Renaissance Arlington Capital View Hotel, 2800 South Potomac Avenue, Arlington, VA. Book your hotel reservation early (before **October 13, 2011**) to get the discounted rate of \$199/night (single or double occupancy) plus tax by calling 1-888-236-2427 and asking for the SOPHE 2011 Annual Meeting room block. Room rate is based on availability, so book early! For more information on booking your travel, visit <http://www.sophe.org/annualmeeting.cfm>.

Check-in is 3:00 p.m.; check out is by noon. The hotel is just a short Metro ride away from wonderful, Washington D.C., and is conveniently located amidst great shopping, fantastic dining, and some of the best entertainment. The hotel features an extensive state-of-the-art fitness center and indoor pool.

Complimentary hotel shuttle to/from Reagan National airport is provided every 15 minutes 5am-9:30am and on request 9:30am-11pm. Shuttle on request to Crystal City Metro station 5am-11pm, Monday-Friday and 9am-11pm Saturday-Sunday.



*Renaissance Arlington Capital View*  
2800 South Potomac Ave ·  
Arlington, Virginia 22202 USA

#### Hotel Parking

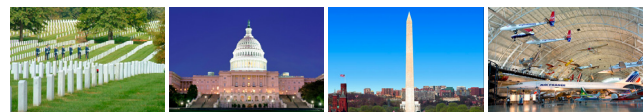
Hotel onsite parking is available for \$6/hourly; \$22/daily. Valet parking is available for \$27/daily.

### WASHINGTON, DC

Washington, DC is the center of politics in the United States and the home of an abundance of free experiences. The combination of the two makes the nation's capital a fascinating place for visitors. DC offers visitors wonderful historical sights and free museums that will both inspire and educate; great shopping; exceptional dining experiences and more.

#### TOP 5 PLACES TO VISIT IN WASHINGTON DC!

1. Arlington National Cemetery
2. The White House
3. National Mall
4. U.S. Capitol Building
5. Air & Space Museum



### TRANSPORTATION

*Ronald Reagan Washington National (DCA)* is approximately 1 mile away from the hotel; complimentary shuttle service is provided by the hotel. *Washington, DC/Dulles (IAD)* is approximately 30 miles away from the hotel. The hotel does not provide shuttle service from IAD but alternate transportation includes Super Shuttle (\$25 one way) or taxi (\$50.00). Service to downtown, Washington DC is also provided by Greyhound Bus and Amtrak.