



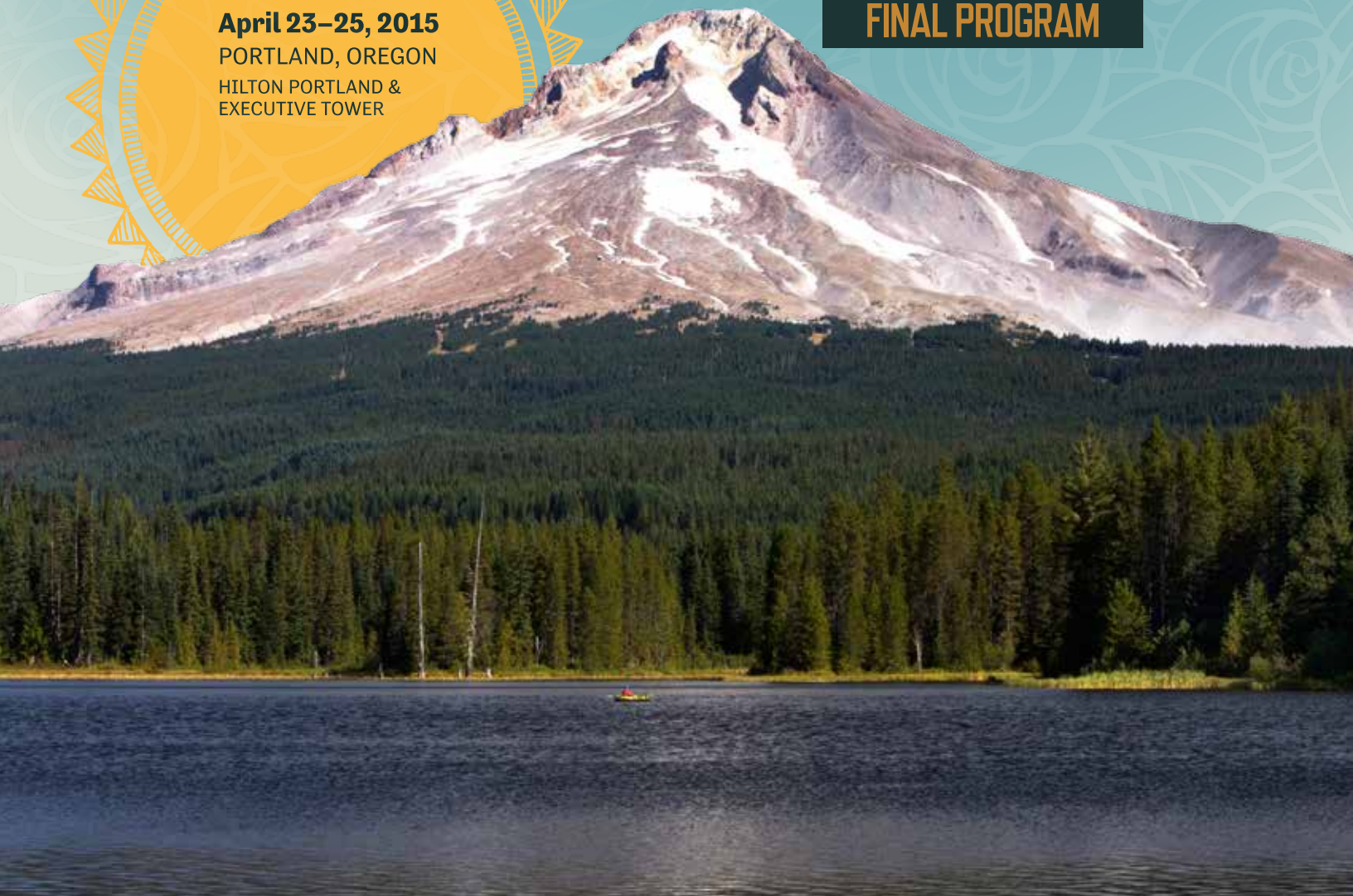
**66th ANNUAL MEETING  
SOCIETY FOR PUBLIC HEALTH EDUCATION**

# **BLAZING A TRAIL**

*for*  
**HEALTH EDUCATION *and*  
HEALTH PROMOTION**

**FINAL PROGRAM**

**April 23–25, 2015**  
PORTLAND, OREGON  
HILTON PORTLAND &  
EXECUTIVE TOWER



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# SOPHE LEADERSHIP

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Suzanne Miro, MPH, MCHES  
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DELEGATE TRUSTEE: Gayle T. Walter, PhD, MPH, CHES  
DELEGATE TRUSTEE: Allison Marron, MPH, CHES

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SOCIETY FOR PUBLIC HEALTH EDUCATION  
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WWW.SOPHE.ORG

# CONFERENCE OVERVIEW

## SOCIETY FOR PUBLIC HEALTH EDUCATION 66TH ANNUAL MEETING

### *BLAZING A TRAIL for Health Education and Health Promotion*

April 23–25, 2015 | Hilton and Executive Towers, Portland, Oregon

Welcome to SOPHE's 66th Annual Meeting! We invite you to engage, network and discover the latest health education and health promotion programs, paradigms, and strategies included in this conference! Select from over 220 scientific presentations and posters to expand your mind and portfolio with cutting-edge health education research, policy and practice.

#### CONFERENCE OBJECTIVES

This 2 ½ day conference will enable you to:

- Address current and future trends in health education by strengthening cross-sector collaboration for evidence-based improvements in health policies, programs and environments.
- Explore innovative practice and research aimed at improving health literacy, health behavior, health equity, and health policies for children, adolescents, and young adults.
- Incorporate innovative applications of health communications and technology in health education interventions that empower persons to make informed health decisions.
- Advocate for social justice and the reduction of health disparities experienced by various populations and communities due to social determinants of health, disease, and disability.
- Identify critical research, evaluation, and data needs to improve population health from domestic and global perspectives.

#### CONTINUING EDUCATION

An application has been approved to award Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) up to 29.25 Category I Continuing Education Contact Hours (CECHs). A maximum of 19.75 Advanced-level CECHs are available. The National Commission for Health Education Credentialing, Inc. has approved SOPHE and its chapters as designated multiple event providers of CECHs in health education. SOPHE is approved by the National Board of Public Health Examiners as a provider of Certified in Public Health (CPH) Renewal Credits. This conference has been approved to award up to 29.25 CPH Renewal credits.

#SOPHE2015



@SOPHETWEETS

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#### BONUS: CONTINUING EDUCATION INCLUDED!

Your SOPHE 2015 Registration includes continuing education fees. If you did not designate in your online conference registration that you wish to receive continuing education credits, please visit the CE Desk in the Registration Area for more information about how to receive credits.



# SELECTED CONFERENCE FACULTY



**KEYNOTE SPEAKER &  
2015 SOPHE HONORARY FELLOW  
LARRY COHEN, MSW**  
FOUNDER & EXECUTIVE DIRECTOR  
Prevention Institute



**LORIEN C. ABROMS,  
SCD, MA**  
PROFESSOR OF HEALTH  
COMMUNICATION & MARKETING  
School of Public Health & Health  
Services, George Washington  
University



**SOPHE 2014–2015 PRESIDENT  
KELLY BISHOP,  
MA, MCHES, FASHA**  
PUBLIC HEALTH ADVISOR  
Centers for Disease Control and  
Prevention, National Center for  
Chronic Disease Prevention and  
Health Promotion



**AMERICA BRACHO,  
MD, CDE, MPH**  
EXECUTIVE DIRECTOR  
Latino Health Access



**CLAIRE BRINDIS,  
DRPH**  
PROFESSOR, DIRECTOR INSTITUTE FOR  
HEALTH POLICY STUDIES  
University of California San Francisco  
School of Medicine



**JENNY HAUBENREISER,  
MA, FACHA**  
EXECUTIVE DIRECTOR  
STUDENT HEALTH SERVICES  
Oregon State University



**WIZDOM POWELL,  
PHD, MPH**  
ASSISTANT PROFESSOR, DEPARTMENT  
OF HEALTH BEHAVIOR  
Gillings School of Global Public  
Health, University of North Carolina–  
Chapel Hill



**2015 ELIZABETH FRIES HEALTH  
EDUCATION AWARD RECIPIENT  
DAVID SLEET, PHD**  
ASSOCIATE DIRECTOR FOR SCIENCE  
Centers for Disease Control and  
Prevention, National Center for Injury  
Prevention and Control



**JESUS RAMIREZ-VALLES,  
PHD**  
PROFESSOR & DIRECTOR  
Community Health Sciences  
University of Illinois at Chicago

## 66TH ANNUAL MEETING DEDICATION

SOPHE's 66th Annual Meeting is dedicated posthumously to five SOPHE Past Presidents, each of whom blazed a trail for health education and health promotion and were honored as SOPHE Distinguished Fellows. You are invited to attend SOPHE's history session on Saturday, April 25 to learn more about these remarkable health education leaders.

**HOWARD W. ENNES, JR., MPH, (1917–2014)** was SOPHE's 8th president and a life-long advocate for justice and public health. After serving in the Navy, Howard established the Bureau of Health Education at the Equitable Life Assurance Society, where he eventually was promoted to vice-president with oversight of corporate social responsibilities and health and community service. Even after his retirement, Howard continued his community advocacy efforts and was celebrated on his 95th birthday as a "Local Peacemaker" for Mendocino, CA.

**JEANNETTE J. SIMMONS, DRSC, MPH, (1920–2015)** served as SOPHE's 13th president and had a distinguished career as an academician and researcher at Harvard, Dartmouth and UC Berkeley. Her portfolio focused on application of behavioral science theories in patient education, communication and adherence. Jeannette was a consultant to the World Health Organization and served on its board of directors. She had the foresight in the late 1980s to address healthy aging, and was principal investigator of a nationwide health promotion program for persons over 50, which was adopted by the American Association for Retired Persons (AARP) and the American Red Cross.

**CLARENCE E. PEARSON, MPH, (1925–2014)**, SOPHE's 39th President, was an entrepreneur with a high-level of business savvy and acumen. He spent much of his career as the vice president and first director for health and safety education for the MetLife Foundation. Clarence was also associate director of the President's Committee on Health Education (1971–74), charged by President Nixon to "describe the 'state of the art' in health education in the United States and to define the nation's need for health education programs." He served at the United Nations, AARP, and many other organizations into his retirement.

**FLORENCE B. FIORI, PHD, MPH, (1927–2014)** was elected SOPHE's 23rd President in 1972, when she began her federal career at the New York City Field Office of the Department of Health, Education, and Welfare. She was promoted HHS Director of the Bureau of Health Facilities and was the first woman to lead a bureau of the Public Health Service. In 1979, she became a charter member of, and one of the first women in, the Senior Executive Service, a keystone of the Civil Service Reform Act of 1978. Florence had successive major positions with the Health Resources and Services Administration, for which she was honored in 1994 with the Presidential Rank Award of Meritorious Executive by President Clinton.

**KAREN DENARD GOLDMAN, PHD, MCHES, (1949–2014)**, SOPHE's 52nd President, was a consummate public health education practitioner, trainer, teacher, researcher, manager, executive, author, and motivational speaker. Her 40-year career spanned employment in local health agencies, non-profit organizations, universities, hospitals, private industry, and as an entrepreneur. Especially devoted to her students, Karen was honored with SOPHE's Mentor Award in 2006. She was associate editor of *Health Promotion Practice* for more than a decade, for which she co-authored more than 75 "Tools of the Trade" – concise and pithy job aids for health educators.

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# 2015 AWARD RECIPIENTS

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Get your ticket for the SOPHE Awards Gala held in the Hilton's Skyline Room on April 24, 7:00–10:00pm. Below are the 2015 Award Recipients who will be honored.

## **DISTINGUISHED FELLOW AWARD**

*The Distinguished Fellow Award is the highest recognition to a member given by SOPHE. It honors members who have made significant and lasting contributions to the Society and to the health education field.*

MOHAMMAD R. TORABI, PHD, MPH, INDIANA UNIVERSITY SCHOOL OF PUBLIC HEALTH-BLOOMINGTON

## **HONORARY FELLOW AWARD**

*The Honorary Fellow Award is SOPHE's highest recognition to a non-member given by SOPHE. It honors an individual who has made significant and lasting contributions to health education and public health.*

LARRY COHEN, MSW, FOUNDER AND EXECUTIVE DIRECTOR OF PREVENTION INSTITUTE

## **KAREN DENARD GOLDMAN MENTOR AWARD**

*This award recognizes an individual in an academic or practice setting who has made a significant contribution to the preparation and/or performance of health educators and has successfully forged the link between research and practice.*

DAVID K. LOHRMANN, PHD, MCHES, INDIANA UNIVERSITY SCHOOL OF PUBLIC HEALTH-BLOOMINGTON

## **PROGRAM EXCELLENCE AWARD**

*This award recognizes outstanding health education programs in existence for at least three years.*

SALUD FAMILIAR, OFFERED BY SAN JOSE STATE UNIVERSITY AND MCKINLEY ELEMENTARY SCHOOL

## **HORIZON AWARD**

*This award recognizes early career health educators who have distinguished themselves as promising health educators through leadership, creativity, involvement in the profession, and health education practice in their setting.*

ADAM P. KNOWLDEN, PHD, MBA, CHES, THE UNIVERSITY OF ALABAMA

## **TECHNOLOGY AWARD**

*This award recognizes individuals or groups who have distinguished themselves by applying innovative, non-commercial technology in health education that can be broadly disseminated and has the potential to make a significant impact in health education practice.*

LET'S GET HEALTHY!, OREGON HEALTH & SCIENCE UNIVERSITY

## **THE DELBERT OBERTEUFFER SCHOLARSHIP**

*This award, conferred by SOPHE on behalf of the Foundation for the Advancement of Health Education (FAHE), recognizes doctoral students for their academic achievement; potential for advancing the health of children and youth; and professional goals.*

ALEXANDRA DESORBO, MPH, COLUMBIA UNIVERSITY—TEACHER'S COLLEGE

## **THE MARION B. POLLOCK FELLOWSHIP**

*This award, conferred by SOPHE on behalf of the Foundation for the Advancement of Health Education of Health Education (FAHE), recognizes a talented and committed teacher in an elementary, middle, or high school for graduate study at the master's level.*

JESSICA HOAG, AMERICAN COLLEGE OF EDUCATION

## **SARAH MAZELIS PAPER OF THE YEAR AWARD**

*This award recognizes authors whose peer-reviewed article has been published in SOPHE's Health Promotion Practice journal in the last year and has made significant contributions to advancing the practice of health education and health promotion programs, policy, or professional preparation.*

A METHOD FOR BUILDING EVALUATION COMPETENCY AMONG COMMUNITY-BASED ORGANIZATIONS. CHERYL M. KELLY, PHD, MPH; JESSI LAROSE, MPH; DARCELL P. SCHARFF, PHD, MPH. *HEALTH PROMOTION PRACTICE*. MAY 2014 VOL. 15, NO. 3, 431–437.

## **LAWRENCE W. GREEN PAPER OF THE YEAR AWARD**

*This award recognizes authors whose peer-reviewed article has been published in SOPHE's Health Education & Behavior journal in the last year and has made significant contributions to understanding health education, health status, and strategies to improve social and behavioral health.*

DEVELOPING BEHAVIORAL THEORY WITH THE SYSTEMATIC INTEGRATION OF COMMUNITY SOCIAL CAPITAL CONCEPTS. LAURA J. SAMUEL, PHD; YVONNE COMMODORE-MENSAH, RN; CHERYL R. DENNISON HIMMELFARB, PHD, APN. *HEALTH EDUCATION & BEHAVIOR*. AUGUST 2014 VOL. 41, NO. 4, 359–375.

## **GRADUATE STUDENT RESEARCH PAPER AWARD**

*This award is designed to foster quality graduate student research and provide a mechanism by which to recognize outstanding graduate students for creative and innovative research.*

JESSICA L. KING, MS, CHES, UNIVERSITY OF FLORIDA

## **THE VIVIAN DRENCKHAHN STUDENT SCHOLARSHIP AWARD**

*This student scholarship provides support to both undergraduate and graduate level full-time students in their pursuit of educational and professional development in health education.*

SHEMEKA Y. NEELY, MA, UNIVERSITY OF CINCINNATI  
PAUL A. SANTOS, BS, CHES, MONTCLAIR STATE UNIVERSITY

## **SOPHE/CDC INJURY PREVENTION FELLOWSHIP**

*This one-year fellowship recognizes, assists and trains graduate students working on unintentional injury prevention projects from the perspective of health education or behavioral sciences.*

ELIZABETH NESOFF, MPH, CHES, JOHNS HOPKINS UNIVERSITY SCHOOL OF PUBLIC HEALTH  
DOUGLAS ROEHLER, MPH, UNIVERSITY OF MICHIGAN SCHOOL OF PUBLIC HEALTH

## **SOPHE PRESIDENTIAL CITATIONS**

*The following individuals have provided dedicated service to SOPHE and are awarded a Presidential Citation for their contributions to SOPHE excellence.*

SUE BALDWIN, PHD, MCHES, BUFFALO PUBLIC SCHOOLS  
LYDIA BURAK, PHD, CHES, BRIDGEWATER STATE UNIVERSITY  
ELLEN M. CAPWELL, PHD, MCHES, OTTERBEIN UNIVERSITY  
CAROL COX, PHD, MCHES, TRUMAN STATE UNIVERSITY  
DIXIE DENNIS, PHD, MCHES, AUSTIN PEAY STATE UNIVERSITY  
EVA DOYLE, PHD, MCHES, BAYLOR UNIVERSITY  
STEPHEN GAMBESCIA, PHD, MED, MBA, MHUM, MCHES, DREXEL UNIVERSITY  
CARL HANSON, PHD, MCHES, BRIGHAM YOUNG UNIVERSITY

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# 2015 AWARD RECIPIENTS

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DIANNE KERR, PHD, MCHES, KENT STATE UNIVERSITY  
MARK KITTLESON, PHD, FAAHB, FAAHE, NEW MEXICO  
STATE UNIVERSITY

LINDA LYSOBY, MS, MCHES, CAE, NATIONAL COMMISSION FOR HEALTH  
EDUCATION CREDENTIALING, INC.

JAMES F. MCKENZIE, PHD, MPH, MCHES, BALL STATE UNIVERSITY

TYLER WATSON, PHD, MCHES, BRIGHAM YOUNG UNIVERSITY-IDAHO

## ANNUAL MEETING STUDENT SCHOLARSHIP RECIPIENTS

*SOPHE is proud to award twenty-two scholarships to enable the following students to attend this year's meeting. The scholarships are provided through SOPHE's "Campaign for the 21st Century" fund.*

SARA R. ADAMS, COASTAL CAROLINA UNIVERSITY

VALISHA ANDRUS, BA, MONTCLAIR STATE UNIVERSITY

SARA BALL, MA, UNIVERSITY OF MISSISSIPPI

JACLYN CARPENTER, BS, CHES, UNIVERSITY OF CINCINNATI

AMY CHARLOT, WESTERN WASHINGTON UNIVERSITY

\*ALEXANDRA DESORBO, MPH, COLUMBIA UNIVERSITY—  
TEACHERS COLLEGE

NATALIE E. GRINSVALDS, CHES, INDIANA UNIVERSITY

\*LILA MURPHY GUTUSKY, MED, WAYNE STATE UNIVERSITY

ERIKA HENRY, UNIVERSITY OF CINCINNATI

RACHEL MAHAS, MS, MPH, UNIVERSITY OF TOLEDO

\*GRACE MOXLEY, BS, COLLEGE OF CHARLESTON

\*JASMINE PAUL, PHD, FORT VALLEY STATE UNIVERSITY

\*JONI ROBERTS, CHES, MAT, LOMA LINDA UNIVERSITY

TARA ROSE STRATINSKY, EASTERN ILLINOIS UNIVERSITY

EMILY J. VAN WASSHENOVA, MS, UNIVERSITY OF TOLEDO

*\* TOP 5 STUDENT POSTER WINNER*

## 21ST CENTURY SCHOLARSHIPS IN HONOR OF MARIAN HAMBURG

*SOPHE is proud to award the following 21st Century scholarships in honor of the mentorship provided by Marian Hamburg, who passed away in 2013.*

ERIKA BRO, WESTERN WASHINGTON UNIVERSITY

KIMBERLY GREEN, CHES, EMORY UNIVERSITY

TAYLOR LACEY, BS, UNIVERSITY OF CINCINNATI

JESSICA L. KING, MS, CHES, UNIVERSITY OF FLORIDA

JESSICA SLOAN KRUGER, RYT, BS, MSHE, UNIVERSITY OF TOLEDO

SARAH ELIZABETH PEMBER, BA, MT, THE UNIVERSITY OF ALABAMA

MELISSA WEINSTEIN, INDIANA UNIVERSITY



# SOPHE SALUTES OUR CHARTER AFFILIATE ORGANIZATION MEMBERS!



**THESE ORGANIZATIONS HAVE INVESTED IN PROMOTING THE HEALTH EDUCATION AND HEALTH PROMOTION  
PROFESSION BY PARTNERING WITH SOPHE AS AFFILIATE MEMBERS:**

THE NATIONAL COMMISSION FOR HEALTH EDUCATION CREDENTIALING, INC.  
WHITEHALL, PA

IQ SOLUTIONS  
ROCKVILLE, MD

SOUTHERN CONNECTICUT STATE UNIVERSITY, DEPARTMENT OF HEALTH  
NEW HAVEN, CT

UNIVERSITY OF NORTHERN IOWA  
CEDAR FALLS, IA

**BECOME A CHARTER AFFILIATE ORGANIZATION MEMBER TODAY!  
CONTACT SOPHE AT 202-408-9804 OR [INFO@SOPHE.ORG](mailto:INFO@SOPHE.ORG).**

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# ANNUAL MEETING HIGHLIGHTS

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## **SOPHE & ESG OPENING RECEPTION**

### **GENEROUSLY SUPPORTED BY INDIANA UNIVERSITY DEPARTMENT OF APPLIED HEALTH SCIENCE**

Welcome to Portland! Join us on Thursday, April 23, 5:00–7:00 pm in the Exhibit Hall, Grand Ballroom II (Ballroom Level) for an evening of food, networking and fun at the Opening Social! Connect with colleagues old and new, and welcome students and first-time attendees to the SOPHE conference. Also take this opportunity to learn about the latest resources and services from our exhibitors and participate in the Scavenger Hunt to win great raffle prizes!

## **WELCOME 1ST TIME ATTENDEES!**

SOPHE extends a special welcome to all first-time conference attendees wearing a #1 on their badge! Meeting veterans, please introduce yourself and welcome them to the SOPHE family!

## **SOPHE SNAPSHOT**

New to SOPHE? You are invited to the SOPHE Snapshot on Thursday, April 23, 7:00–8:30am. Join us to hear about SOPHE's programs, benefits and how you can get involved. Ideal for new members and first-time meeting attendees.

## **AWARDS GALA**

Join your colleagues in honoring SOPHE's 2015 award winners on Friday, April 24, 7:00–10:00pm in the Hilton's Skyline Room on the 23rd Floor. Come celebrate SOPHE's own trailblazers in an evening of western fun, complete with a themed photo booth. Enjoy a festive light fare reception with cash bar followed by the awards ceremony. A limited number of tickets for this sell-out event will be available at the SOPHE Registration Desk.

## **HOSPITALITY TABLE**

Get the scoop on things to do and see in Portland! Stop by the Hospitality Table, located near Registration and staffed by local volunteers.

## **SOPHE COMMUNITIES OF PRACTICE (COP) NETWORKING ROUNDTABLES**

SOPHE CoP roundtables will be held on Thursday, April 23, 12:15–1:15pm in the Grand Ballroom I (Ballroom Level). This is a great opportunity to connect with individuals who share similar interests. Topics include: Children/Adolescent Health; Medical Care/Patient Education; Health Communications/Social Marketing; Health Disparities; Healthy Aging; Emergency Preparedness; Environmental Health; Worksite Health; Anthropology; Nutrition; Tobacco; Faculty; Student/New Professionals; and Global Health.

## **SOPHE ANNUAL ALL-MEMBER BUSINESS MEETING**

Join us on Friday, April 24, 11:45am–12:45pm, in the Grand Ballroom I (Ballroom Level) for SOPHE's All Member Business Meeting. Bring your lunch, learn about our recent accomplishments and future initiatives, and welcome your newly-elected members of the Board of Trustees.

## **FOOD & BEVERAGE OPTIONS**

To keep registration fees as low as possible, meals are on your own. **Choose from various hotel "cash & carry" options** or the many delis and restaurants in the downtown Portland area.

## **POSTER GALLERY**

Plan to view and interact with the authors of over 100 posters that are on display in the Grand Ballroom II (Ballroom Level) during the conference. Thursday, Posters Group G, will be on display from 8:30am–7:00pm with authors available for discussion from 12:30–1:30pm. Friday, Posters Group H, will be on display from 8:30am–5:30pm with authors available for discussion from 11:30am–12:30pm. Saturday, Poster Group J, are all our Student Posters (including a section of Eta Sigma Gamma poster selections). These Student Posters will be on display from 7:30am–12:00pm with authors available for discussion from 7:30–8:30am. **CECHs credits available!**

## **EARLY RISERS**

Three Early Riser Sessions will be offered on Friday morning, April 24, 7:00–8:30am. Get the latest on Ebola & Emergency Preparedness, Health Education Teaching Techniques or join the Technology Roundtable to see the latest trends and tools for promoting and improving health education! CECHs credits available.

## **STUDENT WORKSHOP**

On Wednesday, April 22nd 3:00–5:00pm, we have a workshop designed specifically for students. Dr. Charles Ridley, a licensed psychology and Professor in the Department of Educational Psychology at Texas A&M University, will lead an informative and engaging skill building session on behavioral interviewing and how you can best be prepared for not only the interview process, but for the new job.

## **EXHIBIT HALL & RAFFLE**

Please join SOPHE in welcoming and thanking the 2015 Exhibitors by visiting their tables in the Grand Ballroom Foyer and Grand Ballroom II (Ballroom Level) on Thursday and Friday. Peruse their publications, tools, information and latest technological innovations from an array of organizations and universities. Participate in the exhibitor Scavenger Hunt on Thursday—turn in your form at the Opening Reception to be eligible for the great raffle prizes!

## **WELLNESS CHALLENGE**

Join the Walk Challenge during the meeting! Visit the Eta Sigma Gamma exhibit table in the Grand Ballroom Foyer for full details and to register! Giveaways and prizes available!

## **STUDENT CASE STUDY COMPETITION**

SOPHE is proud to sponsor another student case study competition for undergraduate health education students. The winning team will be announced following the Thursday afternoon plenary session. Come and cheer on the winners!

## **SAFETY & SECURITY**

Please keep an eye on your personal items and do not leave items unattended in meeting rooms or common areas. Fire and safety information is detailed in the directory in your hotel room. Consult a hotel staff member when planning to walk in any unfamiliar areas outside the hotel. Remember to remove your name badge when you leave the hotel.

## **MEDICAL EMERGENCIES**

Contact the hotel or a SOPHE staff person if you need assistance locating a doctor in the area. If you need immediate help, pick up any hotel courtesy phone. The hotel will answer and assist you. Or dial 9-1-1.

# DETAILED SCHEDULE



## WELCOME ETA SIGMA GAMMA

**ESG**

SOPHE is proud to welcome ESG as a partner in helping to plan and support this conference. Be sure to check out special ESG meetings and sessions throughout the program.

- CASH** Child, Adolescent & School Health
- ESG** Eta Sigma Gamma
- CID** Culture, Inequity, & Disparities
- PSA** Policy, Systems Change & Advocacy
- TECH** Health Education Technology
- WKSP** Skill-Building Workshop
- ▲ Session is approved for advanced-level credit

## TUESDAY, APRIL 21

8:00AM - 5:00PM

### **SCRIPT (The Smoking Cessation and Reduction in Pregnancy Treatment) Workshop**

**Room: Skyline III**

*Presenter: Richard Windsor, PhD, Professor Emeritus, The George Washington University School of Public Health and Health Services*

4:00PM – 7:00PM

### **House of Delegates Board Meeting, Part I**

**Room: Salon III**

## WEDNESDAY, APRIL 22

8:00AM – 5:00PM

### **Student Case Study Student Competition**

**Room: Skyline III**

8:00AM – 10:30AM

### **House of Delegates Board Meeting, Part II**

**Room: Salon I & II**

11:00AM – 6:00PM

### **SOPHE Board of Trustees Meeting**

**Room: Salon I & II**

1:00PM – 6:00PM

### **Registration/CE Desk Open**

**Room: Grand Ballroom Foyer**

2:00PM – 4:00PM

**WKSP**



### **Pre-Conference Workshop W1**

PUBLISH OR PERISH: DEMYSTIFYING THE PEER REVIEW PROCESS

*Moderator: Miguel Perez, PhD, MCHES*

**Room: Galleria North**

*Presenters: John P. Allegrante, PhD, Editor-in-Chief, Health Education & Behavior; Dixie Dennis, PhD, Editor, Journal of Health Education Teaching Techniques; Lynne Edmondson, PhD, Editor, Alabama State Association for Health, Physical Education, Recreation, and Dance Journal; Melissa Grim, PhD, MCHES, Deputy Editor, Health Promotion Practice; Brenda Jamerson, PharmD, Editor, American Journal of Health Studies; and E. Lisako J. McKyer, PhD, Editor, The Health Education Monograph Series & Associate Editor, American Journal of Health Education*

2:30PM – 5:00PM

**WKSP**



### **Pre-Conference Workshop W2**

ADVOCACY STRATEGIES FOR THE 21ST CENTURY

*Moderator: Jeff Goodman, MPH*

**Room: Galleria South**

*Presenter: Fred Sainz, Vice President, Human Rights Campaign*

3:00PM – 5:00PM

### **Department Heads Meeting (invite only)**

*Moderator: Collins Airhihenbuwa, PhD, MPH*

**Room: Forum Suite**

3:00PM – 5:00PM

**WKSP**

### **Student Workshop: Navigation Essentials for School & Workplace: From Winning Resume to Interview: Telling Your Story**

*Moderator: Melissa Shelton, MPA, MCHES*

**Room: Council Suite**

*Presenter: Charles Ridley, PhD, Texas A&M University*

4:00PM – 6:00PM

### **Exhibitor Set-up**

**Room: Grand Ballroom II**

5:00PM – 7:00PM

**WKSP**



### **Pre-Conference Workshop W3**

FIRST STEPS TOWARD STANDALONE BACCALAUREATE ACCREDITATION

*Moderator: Randy Cottrell, DEd, MCHES*

**Room: Galleria North**

*Presenters: Laura Rasar King, MPH, MCHES, Council on Education for Public Health; Nicole Williams, Council on Education for Public Health*

5:00PM – 7:30PM

### **Pedagogy in Health Promotion Editorial Meeting**

**Room: Studio Suite**

6:30PM – 8:00PM

### **SOPHE Board of Trustees Orientation**

**Room: Forum Suite**



# DETAILED SCHEDULE

## THURSDAY, APRIL 23

6:30AM – 6:00PM

**Registration/CE Desk Open**

Room: Grand Ballroom Foyer

7:00AM – 8:30AM

**SOPHE SNAPSHOT**

Room: Galleria North

7:00AM – 8:00AM

**SOPHE Professional Development Committee**

Room: Studio Suite

7:30AM – 8:30AM

**Poster Group G Set-Up**

Room: Grand Ballroom II

8:00AM – 7:00PM

**Exhibit Hall Open**

Room: Grand Ballroom II

8:15AM – 8:45AM

**Welcome, Opening Remarks and Dedication of the 66th Annual Meeting**

Room: Grand Ballroom I

*Deborah Fortune, PhD, MCHES, 2015 Annual Meeting Trustee;*

*M. Elaine Auld, MPH, MCHES, SOPHE Chief Executive Officer;*

*Lillian Shirley, BSN, MPH, MPA, Public Health Director, Oregon Health Authority*

8:45AM – 9:15AM

PSA



**SOPHE Presidential Address: Leadership Strategies to Advance Health Education**

Moderator: Deborah Fortune, PhD, MCHES, North Carolina Central University

Room: Grand Ballroom I

*Kelly Bishop, MA, MCHES, FASHA, SOPHE President*

9:15AM – 10:00AM

PSA



**Plenary I: Keynote Address: Working Upstream for Health Improvement**

Moderator: Deborah Fortune, PhD, MCHES, North Carolina Central University

Room: Grand Ballroom I

*Larry Cohen, MSW, Founder & Executive Director, Prevention Institute and SOPHE 2015 Honorary Fellow*

10:00AM – 10:30AM

**BREAK: Pick up refreshments while visiting Exhibitors**

Room: Grand Ballroom II and Foyer

10:30AM – 11:30AM

**SOPHE Publications Committee**

Room: Studio Suite

10:30 AM – 12:00PM

**CONCURRENT SESSIONS A**

PSA

**A1: Training and Professional Development in Health Education**

Moderator: Leah Neubauer, EdD, MA

Room: Galleria North

**EVALUATION OF A TRAINING PROGRAM IN HEALTH POLICY FOR PUBLIC HEALTH PERSONNEL**

*Presenter: Jim Stimpson, PhD, University of Nebraska Medical Center*

**DEMYSTIFYING HEALTH ADVOCACY USING A LAYERED CURRICULUM APPROACH THROUGHOUT AN UNDERGRADUATE COMMUNITY HEALTH EDUCATION PROGRAM**

*Presenter: Heidi Hancher-Rauch, PhD, CHES, University of Indianapolis*

**HEALTH EDUCATION PRACTICE ANALYSIS (HESPA-2015): RE-VERIFYING ESSENTIAL PROFESSIONAL ROLES/ RESPONSIBILITIES, COMPETENCIES, AND SUB-COMPETENCIES**

*Presenter: Dixie Dennis, PhD, MCHES, Austin Peay State University*

**TRAIL-BLAZING THE FUTURE OF PUBLIC HEALTH EDUCATION IN THE 21ST CENTURY: THE ROLE OF COMMUNITY COLLEGES**

*Presenter: David Lohrmann, PhD, CHES, Indiana University*

CASH

PSA

**A2: Addressing the Needs of Future Generations: School-Based Health Education Interventions**

Moderator: Amy Thompson, PhD, CHES

Room: Salon I – III

**BODY IMAGE IMPLICATIONS FOR PHYSICAL ACTIVITY IN ADOLESCENTS**

*Presenter: Sarah Blackstone, MPH, University of Illinois Urbana Champaign*

**STRONGER TOGETHER: 2014 MISSISSIPPI SCHOOLS KINDERGARTEN HAND WASHING CAMPAIGN— A COLLABORATIVE SUCCESS**

*Presenter: Nykiconia Preacely, DrPH, MPH, CPH, Mississippi State Department of Health*

**IDENTIFYING AND ADDRESSING STRESS-RELATED BEHAVIORS IN CHILDREN OF VETERANS WITH POSTTRAUMATIC STRESS DISORDER**

*Presenter: Lorette Oden, MBA, PhD, Western Illinois University*

**NATIONAL PTA AND SAFE ROUTES TO SCHOOL FIRE UP YOUR FEET PROGRAM**

*Presenter: Heather Parker, MS, CHES, National PTA*

CID

CASH

**A3: Going Global: International Health Education Research and Practice Initiatives**

Moderator: Miguel Perez, PhD, MCHES

Room: Galleria South

**SUICIDE BEHAVIORS: A COMPARATIVE STUDY AMONG SECONDARY SCHOOL STUDENTS IN CHINA, TAIWAN, AND THAILAND**

*Presenter: Noy Kay, PhD, Indiana University Bloomington*

**THE ROLE OF SOCIAL NORMS IN DIET AND EXERCISE BEHAVIOUR: FINDINGS FROM A UNIVERSITY RESIDENTIAL COLLEGE IN SINGAPORE**

*Presenter: Shelley Jung, HBSc, MScPH, National University of Singapore*

**SOUTH AFRICA IMMERSION EXPERIENCE: A WORLD OF OPPORTUNITIES**

*Presenter: Mary Ann Middlemiss, PhD, RN, Syracuse University*

**NUTRITION EDUCATION IN DISADVANTAGED BARRIOS IN CONSUELO DOMINICAN REPUBLIC**

*Presenter: Carol Nixon, PhD, Vanderbilt University*

# DETAILED SCHEDULE

## **TECH** **PSA** **A4: Technology for Health Education: Reaching People Where They Are**

Moderator: Maria Fernandez, PhD

**Room: Grand Ballroom I**

APPROACHES TO PROMOTING AI/AN ADOLESCENT HEALTH THROUGH HARNESSING SOCIAL MEDIA, SOCIAL MARKETING, AND TECHNOLOGY-BASED INTERVENTIONS

*Presenter: Stephanie Craig Rushing, PhD, MPH, Northwest Portland Area Indian Health Board*

TECHNOLOGY AND HEALTH EDUCATION: HOW THEY CAN WORK TOGETHER TO POSITIVELY IMPACT HEALTH BEHAVIORS

*Presenter: Jean Gould, BS, MaineHealth Learning Resource Center*

#HASHTAGS @ HEALTH: THE USE OF INNOVATIVE TECHNOLOGY TO ANALYZE SOCIAL MEDIA DISCLOSURE RELATED TO DIVERSE HEALTH TOPICS

*Presenter: Kimberly Parker, PhD, MPH, MCHES, Texas Woman's University*

SOCIAL MEDIA RESEARCH: ETHICAL CONCERNS FOR PUBLIC HEALTH

*Presenter: Rickie Brawer, MPH, PhD, MCHES, Thomas Jefferson University and Hospitals*

## **PSA** **A5: Working Well: Employee Health Promotion and Policies**

Moderator: Sandy Bulmer, PhD, MS, CHES

**Room: Forum Suite**

WORKPLACE HARASSMENT AND BULLYING IN THE UNITED STATES: RESULTS FROM THE NATIONAL HEALTH INTERVIEW SURVEY

*Presenter: Jagdish Khubchandani, MBBS, PhD, Ball State University*

BLAZING A TRAIL TO ORGANIZATIONAL WELLNESS WITH HEALTHY BEVERAGE POLICIES

*Presenter: Jaime Flores, MPH, RD, Santa Clara County Public Health Department*

FIREFIGHTER HEALTH: A REVIEW OF LITERATURE INVESTIGATING FIREFIGHTER HEALTH IN THE UNITED STATES FOCUSING ON OVERWEIGHT, OBESITY, PHYSICAL ACTIVITY, NUTRITION, AND JOB INJURY

*Presenter: Kayla Lindsay, MA, CHES, The University of Alabama*

CLIMBING THE APPALACHIA TRAIL TO IMPROVE NON-BENEFITED EMPLOYEES FLU INOCULATION RATES: A PILOT STUDY

*Presenter: Cynthia Karlsson, MPH, PhD(c), Virginia Tech University*

11:30AM – 1:30PM

## **ESG** **ESG Board Meeting**

**Room: Skyline IV**

11:30AM – 1:00PM

**Health Promotion Practice Editorial Meeting**

**Room: Skyline III**

12:00PM – 1:30PM

**Lunch on your own**

12:15PM – 1:15PM

**SOPHE Advocacy Committee**

**Room: Studio Suite**

## **SOPHE Finance Committee**

**Room: Council Suite**

## **SOPHE Communities of Practice Roundtables**

**Room: Grand Ballroom I**

12:30PM – 1:30PM

**Posters with Presenters – Group G**

**Room: Grand Ballroom II (Exhibit Hall)**

1:30PM – 3:00PM

## **CONCURRENT SESSIONS B**

**CID**  
**PSA**

## **B1: Faith-Based Community Interventions: Mining Evidence for Efficacy**

Moderator: Regina McCoy Pulliam, MPH, MCHES, CHC

**Room: Salon I – III**

A MODEL FOR PARTNERING WITH RELIGIOUS ORGANIZATIONS FOR SEXUALITY EDUCATION

*Presenter: Alexa Juhl, MA, Iowa Department of Public Health*

LESSONS LEARNED FROM TWO FAITH-BASED HIV PREVENTION PROGRAMS FOR YOUNG ADULT & ADULT SINGLE AFRICAN AMERICAN WOMEN

*Presenter: Danielle Lambert, MPH, CHES, Emory University*

EXAMINING THE IMPACT OF PARENTAL PROCESSES, RELIGIOSITY, AND SPIRITUALITY AS PROTECTIVE FACTORS AGAINST RISKY SEXUAL BEHAVIORS AMONG AFRICAN AMERICAN ADOLESCENTS

*Presenter: Afekwo Mary Ukuku, MPH, University of Georgia*

INNOVATIVE SOLUTIONS FOR THE BLACK CHURCH: RISK REDUCTION AND MAINTENANCE OF HEALTHY SEXUAL BEHAVIORS

*Presenter: LaShun Robinson, PhD, Emory University*

**CASH**

## **B2: Promoting Safety and Health among Children and Adolescents**

Moderator: Sara Cole, PhD, MCHES

**Room: Forum Suite**

UNDERSTANDING STUDENTS' INTENT TO INTERVENE IN DATING VIOLENCE AND SEXUAL ASSAULT RISK SITUATIONS: USE OF THE THEORY OF PLANNED BEHAVIOR

*Presenter: Jill Hoxmeier, MPH, PhD(c), Oregon State University*

USING SOCIAL AND BEHAVIOR CHANGE APPROACHES TO ADDRESS VIOLENCE AGAINST CHILDREN: DEVELOPING A SET OF GLOBAL BEST PRACTICES

*Presenter: Carmen Cronin, MPH, Drexel University*

WATER SAFETY FOR CHILDREN AND TEENS: LOW-COST LIFE JACKET SALES AND PROMOTION

*Presenter: Sarah Stempski, MPH, MCHES, CPST, Seattle Children's Hospital*

URBAN TEACHERS' REPORTED PREVALENCE OF BULLYING IN THE MIDDLE SCHOOL SETTING

*Presenter: Dena Simmons, MEd, MA, EdD, CHES, Yale University*

**CID**  
**CASH**

## **B3: Advancing Health on College Campuses**

Moderator: Caile Spear, PhD, MCHES

**Room: Galleria South**

THE IMPORTANCE OF SEXUAL VALUES IN IDENTITY DEVELOPMENT: A QUALITATIVE EXPLORATION IN A SEXUALLY DIVERSE SAMPLE

*Presenter: Stephanie Bennett, PhD, University of Kentucky*

# DETAILED SCHEDULE

FACTORS ASSOCIATED WITH COLLEGE STUDENTS' INTENTIONS TO VACCINATE THEIR DAUGHTERS AGAINST HPV: PROTECTING THE NEXT GENERATION

*Presenter: Kelly Wilson, PhD, MCHES, Texas A&M University*

EXPLORING BARRIERS RELATED TO HIV TESTING AMONG COLLEGE STUDENTS

*Presenter: Emily Earnest, BS, MPH, CHES, Georgia Southern University*

WHEN WILL COLLEGE STUDENTS INTERVENE IN HARMFUL SITUATIONS? BASELINE DATA FROM A CAMPUS-WIDE BYSTANDER INTERVENTION INITIATIVE

*Presenter: Amanda Mabry, MPH, The University of Texas at Austin*

PSA  
CID



## **B4: Evaluation in Health Education: Improving Professional Competencies** SPONSORED BY NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION PROJECT\*

*Moderator: Kelly Bishop, MA, MCHES, FASHA*

**Room: Grand Ballroom I**

ADAPTATION AND EVALUATION OF AN EVIDENCE-BASED BIOSPECIMEN EDUCATION PROGRAM IN SIX POPULATIONS GROUPS: THE CANCER DISPARITIES RESEARCH NETWORK CANCER 101

*Presenter: Carrie Norbeck, MPH, CHES, Fox Chase Cancer Center*

HOW TO CONDUCT PRACTICAL IMPACT EVALUATIONS: STRATEGIES AND LESSONS FROM TWO HEALTH PROMOTION PROGRAMS

*Presenter: Robert LaChausse, PhD, California Baptist University*

PIONEERING SCHOOL WELLNESS: BEST PRACTICES FROM TEN YEARS OF IMPLEMENTING PROJECT HEALTHY SCHOOLS

*Presenter: Jean DuRussel-Weston, RN, BSN, MPH, CHES, University of Michigan*

STRENGTHENING HEALTH EDUCATOR EVALUATION SKILLS THROUGH ACTION LEARNING

*Presenter: Michael Fagen, PhD, MPH, Northwestern University*

PSA  
CID

## **B5: Communicating and Advocating for Health Education**

*Moderator: Nicolette Warren, MS, MCHES, DrPH (c)*

**Room: Galleria North**

WHAT'S ADVOCACY GOT TO DO WITH IT? EXAMINING THE IMPACT OF ADVOCACY SELF-EFFICACY AMONG HEALTH EDUCATORS

*Presenter: Kadi Bliss, PhD, CHES, Austin Peay State University*

PUBLIC POLICY AND ADVOCACY INVOLVEMENT BY HEALTH EDUCATION FACULTY AND HEALTH EDUCATORS

*Presenter: Emily Van Wasshenova, MS, University of Toledo*

CULTURE DIVERSITY AND HEALTH: PLANNING ADVOCACY FROM AFAR

*Presenter: Mary Jane Tremethick, PhD, RN, Northern Michigan University*

CONSUMER HEALTH RECONCEPTUALIZED: SELF-EFFICACY, SOCIAL JUSTICE, AND CONSUMER ADVOCACY FOR ALL UNDERGRADUATES

*Presenter: Rebecca Pearson, PhD, MPH, Central Washington University*

3:00PM – 3:15PM

**BREAK: Pick up refreshments while visiting Exhibitors**

**Room: Grand Ballroom II and Foyer**

3:15PM – 4:45PM

CASH



## **Plenary II: Confronting the Health Challenges of Young Adults: From Campus to Community**

*Moderator: Dixie Dennis, PhD, MCHES*

**Room: Grand Ballroom I**

*Presenters: Claire Brindis, DrPH, University of California, San Francisco School of Medicine; Jenny Haubenreiser, MA, FACHA, Oregon State University*

4:45PM - 5:00PM

## **STUDENT CASE STUDY COMPETITION AWARDS**

**Room: Grand Ballroom I**

*Karl Larson, PhD, Gustavus Adolphus College*

5:00PM – 6:00PM

## **SOPHE CoP Chairs Committee**

**Room: Council Suite**

5:00PM – 7:00PM

ESG

## **Opening SOPHE & ESG Networking Reception** SPONSORED BY INDIANA UNIVERSITY, DEPARTMENT OF APPLIED HEALTH SCIENCE

**Room: Grand Ballroom II & Grand Ballroom Foyer**

7:00PM – 8:00PM

## **Poster Group G—Tear Down**

**Room: Grand Ballroom II (Exhibit Hall)**

# FRIDAY, APRIL 24

7:00AM – 6:00PM

## **Registration/CE Desk Open**

**Room: Grand Ballroom Foyer**

7:00AM - 8:30AM

## **SOPHE Past Presidents Breakfast**

**Room: Council Suite**

7:00AM – 8:30AM

WKSP

## **Early Riser Workshop 1: Ebola and Emergency Preparedness**

*Moderator: Adenike Bitto, MD, MPH, DrPH, MCHES*

**Room: Galleria South**

INNOVATION IN ACTION: DEVELOPING ONLINE MATERIALS FOR RADIATION EMERGENCY PREPAREDNESS AND RESPONSE

*Presenter: John Donovan, MPH, Centers for Disease Control and Prevention*

\* This session is supported in part by a cooperative agreement with the Centers for Disease Control and Prevention (CDC-RFA-DP14-1418). The views expressed in written materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

# DETAILED SCHEDULE

## HEALTH EDUCATION FOR EBOLA CONTROL IN WEST AFRICA: A REVIEW CURRENT EVENTS

*Presenter: William Brieger, CHES, MPH, DrPH, The Johns Hopkins Bloomberg School of Public Health*

## THEORIES, MISCONCEPTIONS, MEDIA, AND THE PUBLIC: EBOLA IN PERSPECTIVE

*Presenter: Angela Omondi, BSc, Florida International University*

WKSP  
TECH

7:00AM – 8:30AM

### Early Riser Workshop 2: Technology Roundtable

*Moderator: Mark Kittleson, PhD, FAAB, FAAHE*

**Room: Galleria North**

#### ▲ THE IMPLEMENTATION AND EVALUATION OF A PUBLIC HEALTH ETHICS EDUCATION ONLINE TOOL

*Presenter: Jennifer Tripken, EdD, CHES, Marymount University*

#### STUDENTS, TECHNOLOGY AND HEALTH

*Presenter: Lydia Burak, PhD, CHES, Bridgewater State University*

#### ▲ REACHING YOUTH WHERE THEY ARE AT: ON THEIR PHONES

*Presenter: Jessica Silk, MPH, Planned Parenthood Federation of America*

#### TRAINING COMMUNITY HEALTH WORKERS ONLINE TO WORK WITH FORMERLY INCARCERATED COMMUNITIES IN CLINICAL SETTINGS

*Presenter: Amie Fishman, MPH, City College of San Francisco*

#### ▲ WHAT'S IN YOUR TECH TOOLBOX?

*Presenter: Holly Satterfield, BA, MEd, Kent State University*

#### ▲ UTILIZING CELLPHONES TO FACILITATE A MODIFIED PHOTOVOICE ACTIVITY FOR TEACHING MULTI-DIMENSIONAL WELLNESS: AN INNOVATIVE APPROACH FOR INCREASING STUDENT ENGAGEMENT AND EMPOWERMENT

*Presenter: Shannon McMorrow, MPH, PhD, University of Indianapolis*

#### ▲ GETTING SMART WITH SOCIAL MEDIA

*Presenter: Emilia Zarco, MD, MEd, Adelphi University*

#### ▲ LESSONS FROM THE CYBER TRENCHES: BEST PRACTICES FOR DEVELOPING QUALITY ONLINE ACADEMIC PROGRAMS IN HEALTH EDUCATION

*Presenter: Jody Early, PhD, MS, University of Washington-Bothell*

#### PHOTOVENTION AS A PATH TO CRITICAL CONSCIOUSNESS WITHIN PHOTOVOICE

*Presenter: Jennifer Herget, BA, University of North Carolina at Greensboro*

#### BEST PRACTICES IN BLAZING A TRAIL FOR TEACHING HEALTH EDUCATION ONLINE

*Presenter: Lori Dewald, EdD, ATC, MCHES, FAAHE, A.T. Still University*

#### ▲ STUDENT USE OF TECHNOLOGY TO SUPPORT PERSONAL BEHAVIOR CHANGE IN HEALTH PROMOTION COURSES

*Presenter: Jasmine Ward, PhD, MPH, CHES, Kennesaw State University*

WKSP  
CASH

7:00AM – 8:30AM

### Early Riser Workshop 3: Teaching Techniques

*Moderator: Kathleen Allison, PhD, MPH, MCHES*

**Room: Salon I – III**

#### SUCCESSFULLY TEACHING HEALTH EDUCATION

*Presenter: Terri Mitchell, PhD, Appalachian State University*

7:30AM – 8:30AM

### Poster Group H – Set up

**Room: Grand Ballroom II (Exhibit Hall)**

8:30AM – 5:00PM

### Exhibit Hall Open

**Room: Grand Ballroom II**

8:45AM – 9:45AM

PSA



### Plenary III: Blazing a Trail for Injury Prevention

2015 ELIZABETH FRIES AWARD & LECTURE

*Moderator: Sandra Bulmer, PhD, MS, CHES*

**Room: Grand Ballroom I**

*Presenter: David Sleet, PhD, Centers for Disease Control and Prevention; 2015 Fries Family Foundation Fellow*

9:45AM – 10:00AM

### BREAK: Pick up refreshments while visiting Exhibitors

**Room: Grand Ballroom II and Foyer**

10:00AM – 11:30AM

PSA

CID



### CONCURRENT SESSIONS C

#### C1: Preventing and Reducing Tobacco Use: Population Health Initiatives

#### SPONSORED BY NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION PROJECT\*

*Moderator: Melissa Shelton, MPA, MCHES*

**Room: Salon I – III**

#### EXPOSURES TO ANTI-TOBACCO MESSAGES: ASSOCIATION WITH TOBACCO USE BEHAVIOR AND ATTITUDES IN INDIAN ADOLESCENTS

*Presenter: Jagdish Khubchandani, MBBS, PhD, Ball State University*

#### PA FREE QUITLINE FAX REFERRAL EXPANSION IN PENNSYLVANIA

*Presenter: Livia Fortunato, MS, Public Health Management Corporation*

#### ASSESSING CAMPUS READINESS FOR TOBACCO- OR SMOKE-FREE POLICIES

*Presenter: Melinda Ickes, PhD, University of Kentucky*

#### FINANCIAL INCENTIVES, INTERPERSONAL COMMUNICATION, AND SMOKING CESSATION: SURVEY EVIDENCE FROM A BEHAVIORAL TELEHEALTH INTERVENTION IN A LOW-INCOME POPULATION

*Presenter: Michael Parks, PhD, Minnesota Department of Health*

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# DETAILED SCHEDULE

## **CID** **C2: Mental Health Promotion**

Moderator: Holly Mata, PhD, CHES

### **Room: Galleria North**

**PREDICTORS OF DEPRESSION DIAGNOSES AND SYMPTOMS IN VETERANS: RESULTS FROM A NATIONAL SURVEY**

*Presenter: Katherine Hendricks Thomas, PhD, Charleston Southern University*

**DEVELOPMENT AND EVALUATION OF GET FIT, A FITNESS AND NUTRITION PROGRAM FOR INDIVIDUALS WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES (IDD) AND THEIR CAREGIVERS**

*Presenter: Leslie Spencer, PhD, MS, Rowan University*

**ASSESSING THE FEASIBILITY OF A PEER-DRIVEN INTERVENTION TO IMPROVE THE REACH OF A DEPRESSION MANAGEMENT EVIDENCE-BASED PROGRAM AMONG OLDER VETERANS**

*Presenter: Lesley Steinman, MPH, MSW, University of Washington*

**MENTAL HEALTH STATUS AND ACCESS TO MENTAL HEALTH CARE IN PENNSYLVANIA LGBT COLLEGE STUDENTS**

*Presenter: Victoria Martin, West Chester University*

## **CASH** **CID** **C3: Pathways to Fostering Healthy Youth**

Moderator: Julia Smith, MPH, CHES

### **Room: Galleria South**

**RECOVERY HIGH SCHOOLS: EDUCATIONAL AND RECOVERY SUPPORT FOR ADOLESCENTS SEEKING RECOVERY FROM SUBSTANCE ABUSE**

*Presenter: Emily A. Hennessy, MPhil, Vanderbilt University*

**A TALE OF TWO CURRICULA: TESTING THE IMPACT OF HEALTH EDUCATION IN PUBLIC HIGH SCHOOLS WITH AT-RISK YOUTH**

*Presenter: Megan Howard, MPH, University of Wisconsin-Milwaukee*

**POP-D: SCIENCE EDUCATION BASED PRESCRIPTION DRUG PREVENTION FOR YOUTH**

*Presenter: Nicole Wanty, MAA, KDH Research & Communication*

**EVALUATION OF BEHAVIORAL ECONOMIC STRATEGIES TO IMPROVE SCHOOL FOOD CHOICE AND APPEAL IN THE LOS ANGELES UNIFIED SCHOOL DISTRICT, CALIFORNIA FOR SCHOOL-YEAR 2013-14**

*Presenter: Patricia L. Cummings, MPH, PhD, Los Angeles County Department of Public Health*

## **CID** **C4: Thinking Global, Acting Local: Diversity in Health**

Moderator: Bojana Beric, MD, PhD, MA, CHES

### **Room: Forum Suite**

**COMMUNITY-BASED PARTICIPATORY RESEARCH WITH AMERICAN INDIAN, ALASKA NATIVE AND NATIVE HAWAIIAN COMMUNITIES: WHERE HAVE WE BEEN AND WHERE SHOULD WE GO?**

*Presenter: Alicia L. Salvatore, DrPH, MPH, University of Oklahoma*

**CONTROLLING TUBERCULOSIS IN RECENT IMMIGRANT AND REFUGEE POPULATIONS: PARTICIPATORY DESIGN OF PICTURE-BASED MATERIALS**

*Presenter: Xanthi Scrimgeour, MEd, MCHES, CommunicateHealth, Inc*

## **ESG** **CASH** **CID** **C5: Blazing a Trail for Health Education and Health Promotion: You, Your Chapter and Your Community (Eta Sigma Gamma Session) – All are welcome!**

Moderator: Jodi Brookins-Fishe, PhD, MCHES

### **Room: Grand Ballroom I**

**STUDENTS WORKING WITH A COMMUNITY BASED HEALTH CLINIC**

*Presenter: Jessica Kruger, MSHE, University of Toledo*

**SEXTING BEHAVIORS AND CONSEQUENCES AMONG SELECTED SOUTHERN UNDERGRADUATES**

*Presenter: Heather Hudson, PhD, MPH, CHES, University of Central Arkansas*

**MOTIVATIONAL INTERVIEWING FOR HEALTH EDUCATORS: AN INNOVATIVE STRATEGY TO ADDRESS PRIORITY HEALTH ISSUES**

*Presenter: Keely Rees, PhD, MCHES, University of Wisconsin La Crosse*

**WIN-WIN SITUATIONS FOR THE GAMMAN AND ESG CHAPTER SPONSOR**

*Presenter: Kelly Wilson, PhD, MCHES, Texas A&M University*

**11:30AM – 1:00PM**

**Lunch on your own**

**11:30AM – 12:30PM**

**Posters with Presenters – Group H**

**Room: Grand Ballroom II (Exhibit Hall)**

**11:45AM – 12:45PM**

**SOPHE All Member Business Meeting**

**Room: Grand Ballroom I**

**1:00PM – 4:00PM**

**ESG** **ESG Business Meeting**

**Room: Council Suite**

**1:00PM – 2:00PM**

**TECH** **▲** **Plenary IV: Health Education Technology in the 21st Century**

Moderator: Mark Kittleson, PhD, FAAB, FAAHE

**Room: Grand Ballroom I**

*Presenter: Lorien C. Abrams, ScD, MA, George Washington University*

**2:00PM – 2:15PM**

**BREAK: Pick up refreshments while visiting Exhibitors**

**Room: Grand Ballroom II and Foyer**

**2:15PM – 3:45PM**

**CONCURRENT SESSIONS D**

**D1: United for Health: Learning from Statewide Practice and Policy Initiatives**

Moderator: Beth Stevenson, MPH

**Room: Grand Ballroom I**

**PARTNERING TO ENHANCE SAFE SLEEP EDUCATION: INDIANA'S APPROACH**

*Presenter: Theresa Hunter, MPH, MS, Indiana State Department of Health*

**FOSTERING INTERAGENCY COLLABORATION THROUGH THE ADMINISTRATION OF THE PA YRBS/YTS**

*Presenter: Sophia Allen, MBA, Pennsylvania Department of Health*

# DETAILED SCHEDULE

TECHNICAL ASSISTANCE NEEDS ACROSS A MULTI-STATE  
SAMPLE OF CHILDCARE CENTERS: THE NATIONAL EARLY CARE  
AND EDUCATION LEARNING COLLABORATIVE PROJECT

*Presenter: Dan Schober, PhD, MPH, Gretchen Swanson Center  
for Nutrition*

ORGANIZATIONAL FACTORS ASSOCIATED WITH  
THE IMPLEMENTATION OF EVIDENCE-BASED  
PUBLIC HEALTH INTERVENTIONS IN LOCAL HEALTH  
DEPARTMENTS IN NEBRASKA

*Presenter: Janelle Jacobson, PhD, MPH, CHES, State University of  
New York*

STATEWIDE HEALTH IMPROVEMENT PROGRAM (SHIP) IN  
MINNESOTA – BRIDGING THE COMMUNITY THROUGH POLICY,  
SYSTEMS AND ENVIRONMENTAL CHANGE: EVIDENCE BASED  
STRATEGIES PUT TO THE TEST

*Presenter: Allison Heinzeller, BS, Minnesota Department of Health*

## **CID** D2: Focus on Diet and Health SPONSORED BY NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION PROJECT\*

Moderator: Dan Duquette, PhD

**Room: Galleria North**

BENEFITS AND BARRIERS TO PHYSICAL ACTIVITY AMONG  
COLLEGE STUDENTS

*Presenter: Amanda L Divin, PhD, CSCS, Western Illinois University*

THE CONCEPTUAL CHANGE MODEL IN PRACTICE: A DISCUS-  
SION OF ITS APPLICATION IN A CULTURALLY APPROPRIATE  
FOOD SAFETY INTERVENTION

*Presenter: Margaret Siebert, MS, University of New Mexico*

FRUIT & VEGETABLE INTAKE & FOOD INSECURITY AMONG  
AFRICAN AMERICAN OLDER ADULTS

*Presenter: Angelia Paschal, PhD, The University of Alabama*

## **CID CASH** D3: Advancing Health Equity Among LGBT Populations

Moderator: Stacy Robison, MPH, MCHES

**Room: Salon I – III**

SUBSTANCE USE OF LESBIAN, GAY, BISEXUAL AND  
HETEROSEXUAL COLLEGE STUDENTS: BRIDGING RESEARCH  
AND PRACTICE WITH TARGETED STRATEGIES FOR CHANGE

*Presenter: Dianne Kerr, PhD, MCHES, Kent State University*

CREATING THE LGBTQ CAMPUS CLIMATE ASSESSMENT:  
UTILIZING HEALTH EDUCATOR COMPETENCIES

*Presenter: Frederick Schulze, DEd, MCHES, Lock Haven University*

EXPLORING BEST PRACTICES FOR IMPROVING LGBT CULTURAL  
COMPETENCY AMONG PUBLIC HEALTH STUDENTS: THE  
TULANE SOCIETY FOR SEXUALITY, HEALTH, AND GENDER  
(TSSHAG)

*Presenter: Jennifer Lauren Glick, MPH, PhD(c), Tulane University*

HEALTH AND SAFETY DISPARITIES BETWEEN TRANSGENDER  
AND CISGENDER COLLEGE STUDENTS IN THE U.S., SPRING 2010

*Presenter: Lisa Lindley, DrPH, MPH, CHES, George Mason University*

## **CID** D4: Optimizing Men's Health

Moderator: Jagdish Khubchandani, MBBS, PhD

**Room: Galleria South**

PROSTATE CANCER IN INDIAN COUNTRY: LUMBEE MEN  
SPEAK OUT

*Presenter: Sarah Langdon, MPH, CHES, Wake Forest School of Medicine*

MEN ACCESSING AND LEARNING TO ENGAGE IN HEALTH  
ENHANCING AND LEARNING PROGRAMS: DEVELOPMENT AND  
TESTING OF A CONCEPTUAL MODEL REGARDING ACCESS TO  
HEALTH CARE AND PUBLIC HEALTH IMPLICATIONS

*Presenter: James Leone, PhD, MPH, MS, LAT, ATC, CSCS, CHES, FMHI,  
Bridgewater State University*

"MY DAD NEVER TALKED TO ME ABOUT SEX"- FEASIBILITY OF  
A SEXUAL RISK COMMUNICATION PROGRAM FOR AFRICAN  
AMERICAN FATHER-SON DYADS.

*Presenter: Jillian Baker, DrPH, EdM, La Salle University*

INCREASING TARGETED BEHAVIORAL HIV PREVENTION  
STRATEGIES FOR HIGH-RISK YOUNG MEN WHO HAVE SEX WITH  
MEN AT URBAN COLLEGES AND UNIVERSITIES

*Presenter: Jean Breny, PhD, MPH, Southern Connecticut State  
University*

## **PSA ▲** D5: Integrating Advocacy Methods into Professional Development Preparation Programs

Moderator: Regina Galer-Unti, PhD, MCHES

**Room: Forum Suite**

FACULTY EDUCATING FOR ADVOCACY: STRATEGIES  
FOR DEVELOPING ADVOCACY KNOWLEDGE AND SKILLS  
AMONG STUDENTS

*Presenters: Michael Barnes, PhD, MS, MCHES, Brigham Young  
University; Marlene Tappe, PhD, MCHES, Minnesota State University;  
Jeff Goodman, MPH; Amy Thompson, PhD, MEd, University of Toledo*

3:45PM – 4:00PM

**BREAK: Pick up refreshments while visiting  
Exhibitors**

**Room: Grand Ballroom II and Foyer**

4:00PM – 5:00PM

## **ESG** ESG Awards Ceremony – All are welcome!

**Room: Council Suite**

4:00PM – 5:30PM

## **CONCURRENT SESSIONS E**

### **CID** E1: Workforce Development: Preparing the Future Generation of Health Workers

Moderator: Kelli Brown, PhD, CHES

**Room: Salon I – III**

CULTURE, DIVERSITY, AND HEALTH OF THE ASIAN INDIANS

*Presenter: Naveen Mehrotra, MD, MPH, SKN Foundation*

FACTORS AFFECTING MINORITY PUBLIC HEALTH EDUCATION  
STUDENTS' PARTICIPATION IN STUDY ABROAD ACTIVITIES AND  
GLOBAL HEALTH CAREERS

*Presenter: LaHoma Smith Romocki, PHD, MPH, North Carolina  
Central University*

\* This session is supported in part by a cooperative agreement with the Centers for Disease Control and Prevention (CDC-RFA-DP14-1418). The views expressed in written materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

# DETAILED SCHEDULE

## THE EXPANDED ROLE OF HEALTH EDUCATION IN HIV WORKFORCE DEVELOPMENT IN LOS ANGELES COUNTY

*Presenter: Disly Juarez, MPH, Los Angeles County Department of Public Health*

CASH  
PSA

## E2: Community Based Health Promotion and Disease Prevention

Moderator: Daphnee Guillaume, MPH, CHES

### Room: Galleria North

#### ADVOCACY GROUPS TO FOSTER BRAINSTORMING AND EMOTIONAL FUNCTIONING IN CHILDREN WITH TYPE I DIABETES

*Presenter: Laura Nabors, PhD, University of Cincinnati*

#### MOTHER TO CHILD TRANSMISSION OF HIV: DISSECTING THE INFLUENCE OF INDIVIDUAL AND COMMUNITY-LEVEL FACTORS ON PRE-TEST COUNSELLING

*Presenter: Marguerite Sagna, PhD, Grand Canyon University*

#### TRAINING PROMOTORES DE SALUD TO PREVENT EARLY-CHILDHOOD TOOTH DECAY IN LOW-INCOME LATINO CHILDREN

*Presenter: Kristen Holtz, PhD, KDH Research & Communication*

#### MODELED BEHAVIOR: AN ACTIVE APPROACH TO ADDRESSING TEEN PREGNANCY

*Presenters: Keri McDonald Pridgeon, BS, MPH, CHES, Mercer University*

TECH  
PSA

## E3: Tools of the Trade: Technology in Health Education Training

Moderator: Jeanne Freeman, PhD, CHES

### Room: Grand Ballroom I

#### WEBINARS: ARE THEY WORKING?

*Presenter: Ann Ussery-Hall, MPH, CHES, National Association of Chronic Disease Directors*

#### OSNAP ONLINE: OFFERING AFTERSCHOOL PROVIDERS WEB-BASED TRAINING, EVALUATION TOOLS, AND RESOURCES TO CREATE OPPORTUNITIES FOR PHYSICAL ACTIVITY AND HEALTHY FOODS AND BEVERAGES

*Presenter: Catherine Giles, MPH, Harvard School of Public Health*

#### UIABC: A WEB-BASED INTERVENTION TO ENHANCE HEALTH EDUCATION EFFORTS ADDRESSING BREAST CANCER

*Presenter: Sonia Lopez, MPH, University of Illinois Extension*

#### CHANGING THE TIDE: TRANSLATING EVIDENCE-BASED INTERVENTIONS INTO E-LEARNING TRAINING TOOLKIT FOR THE HIV PREVENTION WORKFORCE

*Presenter: Rhondette Jones, MPH, Centers for Disease Control and Prevention*

# MANY THANKS TO THE 2015 ANNUAL MEETING PLANNING COMMITTEE!

## DEBORAH A. FORTUNE, PHD, MCHES, TRUSTEE, 2015 ANNUAL MEETING

CYNTHIA BURWELL & JAGDISH KHUBCHANDANI  
CO-CHAIRS, ABSTRACT COMMITTEE

KAY DEANER  
CHAIR, CONTINUING EDUCATION COMMITTEE

PING JOHNSON & KANDICE PORTER  
CO-CHAIRS, FUNDRAISING/EXHIBITS COMMITTEE

KATHLEEN ALLISON & DEITRA WENGERT  
CO-CHAIRS, PROGRAM COMMITTEE

JEANNE FREEMAN & MICHAEL WIBLISHAUSER  
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LOLA HOUSTON-HAGER  
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MARIA FERNANDEZ  
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DEE JORDAN

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DONALD LAHUFFMAN  
AYANNA LYLES  
FREDANNA M'CORMACK  
JOYCE MORRIS  
LEAH NEUBAUER  
CAROLYN PARKS  
SHEILA PATTERSON

SARAH PEMBER  
JENNIFER PERKINS  
MIGUEL PEREZ  
ASHLEY PHILLIPS  
HANNA PRIEST  
PATRICIA RHYNDERS  
DARLENE SAUNDERS  
MARY SHAW

CAILE SPEAR  
CHANDRA STORY  
AMY THOMPSON  
GAYLE WALTER  
KELLY WILSON  
EMILIA PATRICIA ZARCO

Pacific Northwest SOPHE

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through fellowship, professional exchange, continuing education and support*



# DETAILED SCHEDULE

## **CID** E4: Women's Health: Wellness Promotion and Disease Prevention Initiatives

Moderator: Cynthia Burwell, EdD, MCHES

**Room: Galleria South**

**BUILDING CHW ADVOCACY SKILLS TO ADDRESS HEALTH DISPARITIES: THE WOMEN'S HEALTH LEADERSHIP INSTITUTE**

*Presenter: Susan Kunz, MPH, Mariposa Community Health Center*

**FILLING THE GAPS IN WOMEN'S OSTEOPOROSIS KNOWLEDGE AND BEHAVIORS**

*Presenter: Susan Roberts-Dobie, PhD, University of Northern Iowa*

## **CID** **CASH** E5: Contemporary Health Issues among Young Adults

Moderator: Sarah Pember, BA, MT

**Room: Forum Suite**

**SEX DIFFERENCES IN STRESS AND COPING AMONG COLLEGE STUDENTS**

*Presenter: Chris Eisenbarth, PhD, MS, MCHES, Weber State University*

**PERFORMING HEALTH EDUCATION: APPLYING RESEARCH POETICS TO ADOLESCENT SEXUAL HEALTH INTERVENTIONS**

*Presenter: Tracy Nichols, PhD, University of North Carolina at Greensboro*

**THE CLINIC IS OPEN BUT NO ONE SHOWS UP: TEACHING SEXUAL HEALTH PROMOTION SKILLS TO YOUTH LEADERS IN A HIGH-RISK URBAN COMMUNITY**

*Presenter: Lori Bokowy, MEd, CHES, University of Wisconsin Milwaukee*

5:30PM – 6:30PM

**Exhibit Hall – Tear Down**

**Room: Grand Ballroom II**

5:30PM – 6:30PM

**Posters Group H – Tear Down**

**Room: Grand Ballroom II**

5:30PM – 6:30PM

**SOPHE 2015 Annual Meeting Planning Committee**

**Room: Studio Suite**

5:45PM – 6:45PM

**SOPHE Communications Committee**

**HopCity Tavern**

6:00PM – 7:00PM

**SOPHE Award Committee**

**Room: Skyline Foyer**

6:15PM – 7:00PM

**Leaving Your SOPHE Legacy (By Invitation)**

**Room: Skyline III**

7:00PM – 10:00PM

**SOPHE Awards Gala (ticket required)**

**SPONSORED BY: SAGE PUBLISHING**

**Room: Skyline I and II**

## SATURDAY, APRIL 25

7:00AM – 1:00PM

**Registration/CE Desk Open**

**Room: Grand Ballroom Foyer**

7:00AM – 8:00AM

**SOPHE 2016 Annual Meeting Planning Committee**

**Room: Studio Suite**

7:00AM – 7:30AM

**Poster Group J – Set up**

**Room: Grand Ballroom II**

7:30AM – 8:30AM

**Posters with Presenters – Group J**

**Room: Grand Ballroom II**

8:00AM – 12:00PM

**NCHES CHES/MCHES EXAM**

**(Prior Registration Required)**

**Room: Skyline II**

8:00AM – 5:00PM

**Foundation for the Advancement of Health Education (FAHE) Board Meeting**

**Room: Executive Suite**

8:30AM – 10:00AM

**CONCURRENT SESSION F**

**CASH**

**F1: Community Based Morbidity and Mortality Reduction Interventions**

Moderator: Jennifer Torres, MSSW, MPH, PhD(c)

**Room: Galleria South**

**RELATIONSHIP EDUCATION FOR YOUNG COPARENTING COUPLES: IDENTIFYING LINKS BETWEEN PROGRAM PROCESS AND PARENTING OUTCOMES**

*Presenter: Paul Florsheim, PhD, University of Wisconsin Milwaukee*

**INVOLVING COMMUNITY, ENGAGING FAMILIES: A CASE OF A SCHOOL-BASED PREVENTION EVENT TO SERVE DIVERSE STUDENT NEEDS**

*Presenter: Hope Corbin, PhD, Western Washington University*

**AN INTERDISCIPLINARY RURAL COMMUNITY ENGAGEMENT HEALTH CARE SCREENING PROGRAM**

*Presenter: Janette Olsen, PhD, Idaho State University*

**BLAZING THE TRAIL FOR HEALTHIER SEXUALITY COMMUNICATION BETWEEN PARENTS AND FUTURE GENERATIONS**

*Presenter: Lori Reichel, PhD, MA, BA, University of Wisconsin-La Crosse*

**PSA**

**F2: Future of Health Education, Advocacy & Practice**

Moderator: Cherylee Sherry, MPH

**Room: Galleria North**

**TEACHING AND LEARNING HEALTH INEQUITY AS PART OF UNDERGRADUATE HEALTH EDUCATION CURRICULA**

*Presenter: Natalie Sampson, PhD, MPH, University of Michigan-Dearborn*



# DETAILED SCHEDULE

## INNOVATIVE AGENDA-SETTING PRACTICES: ADVANCING POLICY DEVELOPMENT TO PROMOTE HEALTH

*Presenter: Chuck Kozel, PhD, MPH, MCHES, New Mexico State University*

## THE EVIDENCE FOR STRUCTURAL APPROACHES TO PROMOTING HEALTH

*Presenter: Lisa Lieberman, PhD, CHES, Montclair State University*

## LEARN IT, LIVE IT, SHARE IT: EXPERIENCING SERVICE LEARNING WITHIN THE CLASSROOM AND OUT IN THE COMMUNITY-THE HS 104 PHENOMENON

*Presenter: Robert Rinck, MPH, San Jose State University*

PSA



## F3: Enduring Contributions of SOPHE Leaders

Moderator: Julia Alber, MPH

### Room: Salon I – III

#### HOWARD W. ENNES, JR.: SOPHE'S 8TH PRESIDENT

*Presenters: Lawrence W. Green, DrPH, University of California, San Francisco; Judith Ottoson, MPH, EdD, San Francisco State University*

#### FLORENCE B. FIORI: SOPHE'S 23RD PRESIDENT

*Presenter: Marilyn Rice, MPH, MCHES, Merci Consulting*

#### CLARENCE E. PEARSON: SOPHE'S 39TH PRESIDENT

*Presenter: John Allegrante, PhD, Columbia University—Teacher's College*

#### KAREN DENARD GOLDMAN: SOPHE'S 52ND PRESIDENT

*Presenter: Jody Steinhardt, MPH, CHES, Maimonides Medical Center*

CASH

CID

## F4: Best Practices in Maternal & Infant Health

Moderator: Keely Rees, PhD, MCHES

### Room: Forum Suite

#### B'MORE FOR HEALTHY BABIES UPTON & DRUID HEIGHTS AND ITS IMPACT ON INFANT MORTALITY IN BALTIMORE CITY

*Presenter: Daphnee A. Guillaume, MPH, CHES, University of Maryland*

#### PHYSICIAN AND REGISTERED DIETITIAN COLLABORATION FOR PROVIDER EDUCATION ON PEDIATRIC OBESITY

*Presenter: Amy Wishner, MSN, RN, American Academy of Pediatrics*

#### USING QUALITATIVE METHODS TO EXPLORE PATIENT-PROVIDER COMMUNICATION AND COUNSELING ABOUT GESTATIONAL WEIGHT GAIN, HEALTHY EATING AND PHYSICAL ACTIVITY DURING PREGNANCY AMONG FIRST-TIME PREGNANT LATINO WOMEN

*Presenter: Ana Lindsay, DDS, MPH, DrPH, UMass Boston*

PSA

CASH

## F5: Policy & Systems Change for Healthy Behaviors SPONSORED BY NATIONAL IMPLEMENTATION AND DISSEMINATION FOR CHRONIC DISEASE PREVENTION PROGRAM\*

Moderator: Leslie McBride, PhD

### Room: Grand Ballroom I

#### HEALTH PROMOTION AT THE BALLPARK: PEANUTS, POPCORN, AND MIGHTY MOLAR

*Presenter: Bonni Hodges, PhD, SUNY Cortland*

#### THE "GROWING HEALTHY KIDS" PROJECT: EMPOWERING STAKEHOLDERS TO CREATE A SHARED VISION OF CHILDHOOD OBESITY REDUCTION IN HEAD START PRESCHOOLERS

*Presenter: Stephanie Nicely, EdD, MSN, RN, Miami University*

#### MEASURABLE, SCALABLE AND SUSTAINABLE PHYSICAL ACTIVITY HEALTH PROMOTION PROGRAM FOR ELEMENTARY STUDENTS IN GEORGIA THAT SPEAKS THE LANGUAGE OF THE EDUCATION SECTOR

*Presenter: Christi Kay, MEd, HealthMPowers*

#### LOCAL STRATEGIES FOR REDUCING THE MARKETING OF UNHEALTHY FOODS AND BEVERAGES TO CHILDREN

*Presenter: Lauren Walter, MPH, CHES, Los Angeles County Department of Public Health*

10:00AM – 10:15AM

### BREAK: Pick up refreshments while visiting Student Posters

Room: Grand Ballroom II and Foyer

10:15AM – 11:45AM

CID



## Closing Plenary V: Diversity and Health Equity: Charting a Path for a Healthier America

Moderator: Rebecca Reeve, PhD, CHES

### Room: Grand Ballroom I

*Presenters: America Bracho, MD, CDE, MPH, Latino Health Access; Wizdom Powell, PhD, MPH, University of North Carolina—Chapel Hill; Jesus Ramirez-Valles, PhD, University of Illinois at Chicago*

11:45AM – 12:00PM

### Closing Remarks

#### Grand Ballroom I

*Presenter: Sandra Bulmer, PhD, MS, CHES, 2015–16 SOPHE President*

12:00PM – 1:00PM

### Posters Group J – Tear Down

Room: Grand Ballroom II

1:00PM – 3:00PM

### SOPHE Executive Committee

Room: Council Suite

\* This session is supported in part by a cooperative agreement with the Centers for Disease Control and Prevention (CDC-RFA-DP14-1418). The views expressed in written materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

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# CONFERENCE ABSTRACTS

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## WEDNESDAY APRIL 22

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### WORKSHOP W1

**2:00PM – 4:00PM**

Room: Galleria North

PUBLISH OR PERISH: DEMYSTIFYING THE PEER REVIEW PROCESS

*John P. Allegrante, PhD, Editor-in-Chief, Health Education and Behavior; Dixie Dennis, PhD, Editor, Journal of Health Education Teaching Techniques; Brenda Jamerson, PharmD, Editor, American Journal of Health Studies; E. Lisako J. McKyer, PhD, Editor, Eta Sigma Gamma's The Health Education Monograph Series; Associate Editor, American Journal of Health Education; Melissa Grim, PhD, MCHES, Deputy Editor, Health Promotion Practice; Miguel A. Pérez, PhD, MCHES, Editor, Global Journal of Health Education and Promotion; Lynne Edmondson, PhD, Editor, Alabama State Association for Health, Physical Education, Recreation, and Dance Journal*

Join us for this exciting hands-on workshop that will allow you the opportunity to hear from and dialogue with health education & promotion journal editors. Participants will have the opportunity to hear about their journal's guidelines as well as their recommendations for increasing your chances of acceptance. Participants will have the opportunity to enhance their writing skills and have a manuscript reviewed by a presenter. This workshop has limited space so sign up today!

### WORKSHOP W2

**2:30 – 5:00PM**

Room: Galleria South

ADVOCACY STRATEGIES FOR THE 21ST CENTURY

*Fred Sainz, Vice President, Human Rights Campaign*

Health policy enactment and advocacy is the next general of health education. As funding for health based programs continue to decrease and health disparities continue to exist there is clearly a need for action and awareness. Recent research suggests that there is modest involvement by both health education faculty and public health practitioners. This session will provide information and skill development on various cutting edge and evidence based advocacy strategies that include community organization, and use of social media. Community organization and empowerment is often one of the most basic and influential methods to alert individuals and groups about the public health disparities that exist. These groups can help provide mass education and advocate for community based changes and policy implementation at the local level which can significantly improve access to resources and health programming and advance ordinance implementation. Utilization of social media is another useful and effective method to promote changes in health behavior, change social norms, and to energize individuals to advocate on health related issues.

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## STUDENT WORKSHOP

**3:00 – 5:00PM**

Room: Council Suite

NAVIGATION ESSENTIALS FOR SCHOOL & WORKPLACE: FROM WINNING RESUME TO INTERVIEW: TELLING YOUR STORY

*Charles Ridley, PhD, Professor, Department of Educational Psychology, Texas A&M University*

This workshop is designed specifically for students. Dr. Charles Ridley, a licensed psychology and Professor in the Department of Educational Psychology at Texas A&M University, will lead an informative and engaging skill building session on behavioral interviewing and how you can best be prepared for not only the interview process, but for the new job. The second half of the workshop will be in small facilitated groups that will develop skills for phone interviews and face to face interviews, both one-on-one and group interviews.

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## WORKSHOP W3

**5:00 – 7:00PM**

Room: Galleria North

FIRST STEPS TOWARD STANDALONE BACCALAUREATE ACCREDITATION

*Laura Rasar King, MPH, MCHES, Executive Director, Council on Education for Public Health; Nicole Williams, Council on Education for Public Health*

The workshop will be targeted at programs interested in pursuing or learning more about CEPH (Council on Education for Public Health) accreditation. The accreditation timeline, from application to self-study to site visit and accreditation decision will be discussed. The workshop will cover the application process and eligibility requirements for applying for CEPH accreditation in depth. We will also briefly discuss the site visit and self-study process and touch up the CEPH SBP criteria. There will be a Q&A time at the end of the workshop.

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## THURSDAY APRIL 23

### OPENING PLENARY I

**8:15AM – 10:00AM**

Room: Grand Ballroom I

2014-15 SOPHE PRESIDENTIAL ADDRESS: LEADERSHIP STRATEGIES TO ADVANCE HEALTH EDUCATION

*Kelly Bishop, MA, MCHES, FASHA, 2014-15 SOPHE President and National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Prevention and Control*

Health education specialists are called to be leaders, whether in our roles as researchers or practitioners in academic, community, K-12 school, worksite, health care or international settings. Best practices in leading and managing membership organizations can be applied to our work to achieve success. This presentation will describe lessons learned in my role as SOPHE president in terms of association management and the association lifecycle that are applicable to health educators, as well as the important distinctions between leadership and being an effective leader.



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# CONFERENCE ABSTRACTS

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**KEYNOTE ADDRESS: WORKING UPSTREAM FOR HEALTH IMPROVEMENT**  
*Larry Cohen, MSW, Founder and President of Prevention Institute and SOPHE 2015 Honorary Fellow*

As a champion and advocate for public health and prevention for over 40 years, Larry Cohen will share lessons learned in engaging community partnerships to promote positive social and health outcomes through primary prevention. With this focus on primary prevention as a tool to solve complex health issues, he will share the Prevention Institute's key initiatives in health equity, health reform, and injury and violence prevention. Recommendations for reforming policy to address health and social determinants will also be provided.

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## CONCURRENT SESSIONS A

**10:30AM – 12:00PM**

### **A1: TRAINING AND PROFESSIONAL DEVELOPMENT IN HEALTH EDUCATION**

**Room: Galleria North**

**EVALUATION OF A TRAINING PROGRAM IN HEALTH POLICY FOR PUBLIC HEALTH PERSONNEL**

*Jim Stimpson, PhD, University of Nebraska Medical Center*

The limited use of evidence-based policy making may be related to a lack of policy literacy among public health and medical practitioners, which underscores the importance of training our public health and healthcare professionals in how to develop, frame, implement, and evaluate policy, systems, and environmental change. The objective of the Nebraska Health Policy Academy (HPA) is to increase participant understanding and capacity to use health policy as a public health tool. The HPA uses a hands-on approach grounded in adult learning theory (e.g. clear purpose, self-directed learning, incorporation of real-life experiences) and introduces the key principles and practices of policy change. Preliminary findings from cohorts 1 and 2 show an average increase in knowledge across all competencies of 47.9%, with a range of 29.6% to 71.7%.

**DEMISTIFYING HEALTH ADVOCACY USING A LAYERED CURRICULUM APPROACH THROUGHOUT AN UNDERGRADUATE COMMUNITY HEALTH EDUCATION PROGRAM**

*Heidi Hancher-Rauch, PhD, CHES, University of Indianapolis; Shannon McMorrow, MPH, PhD, University of Indianapolis; Lisa Hicks, PhD, University of Indianapolis*

Communicating and advocating for health and health education is clearly a key responsibility of health educators, yet many new professionals fail to practice advocacy. Authors developed a layered approach to improving advocacy skills in undergraduate community health education students. Health education advocacy practice was introduced throughout the undergraduate experience through activities such as: service hours, Photovoice activities, utilization of Twitter, letter writing campaign, the development of media tools, contact with policymakers, participation in professional networks and listservs, community projects, internship assignments, and extended service opportunities. Of graduating seniors, 93% stated they were very likely or likely to participate in advocacy initiatives. Specific suggestions and project ideas will be provided to assist others in implementing a similar layered approach.

**HEALTH EDUCATION PRACTICE ANALYSIS (HESPA-2015): RE-VERIFYING ESSENTIAL PROFESSIONAL ROLES/RESPONSIBILITIES, COMPETENCIES, AND SUB-COMPETENCIES**

*Dixie Dennis, PhD, MCHES, Austin Peay State University; James McKenzie, PhD, MPH, MCHES, Penn State; Elaine Auld, MPH, MCHES, Society for Public Health Education; Linda Lysoby, MS, MCHES, CAE, National Commission for Health Education Credentialing, Inc.*

Background: The Health Education Specialist Practice Analysis (HESPA-2015) was implemented to validate the contemporary practice of entry- and advanced-level health education specialists. Purpose: The 16-month process for HESPA will be described, results highlighted, and recommendations presented. Methods: The HESPA process was overseen by a 12-member Task Force. Other volunteers also served as subject matter experts and reviewers. Results: Survey respondents were from all work settings (n=3,152; 29% response rate). Verified were 7 Areas of Responsibility, 36 Competencies, 258 Sub-Competencies, and 131 knowledge items. Implications: HESPA results and knowledge items impact the health education professional preparation programs and professional development as well as CHES and MCHES certification exams. Findings also are important for employers, policy makers, health insurers, and other stakeholders.

**TRAIL-BLAZING THE FUTURE OF PUBLIC HEALTH EDUCATION IN THE 21ST CENTURY: THE ROLE OF COMMUNITY COLLEGES**

*David Lohrmann, PhD, CHES, Indiana University; M. Elaine Auld, MPH, MCHES, Society for Public Health Education; Mary I. Hawkins, PhD, CHES, Louisiana State University Shreveport; Laurencia Hutton-Rogers, DrPH, CHES, Towson University; Elaine R. Hicks, MSLIS, MPH, MCHES, Rudolph Matas Library of the Health Sciences*

SOPHE is collaborating with the Association of Schools and Programs in Public Health's Future of Public Health initiative, particularly the Community Colleges and Public Health Project. This initiative is intended to assist 4-year institutions with developing articulation agreements with community colleges where students will complete two years of course work before matriculating to a bachelor's degree program. Participants will learn the future directions of education in public health and the importance of working with community colleges in their states to assure that 1) high quality health education professional courses are provided, 2) sound articulation agreements are negotiated between 2- and 4-year degree programs, and 3) the differences between a health navigator and a health education specialist are clearly delineated and maintained.

### **A2: ADDRESSING THE NEEDS OF FUTURE GENERATIONS: SCHOOL BASED HEALTH EDUCATION INTERVENTIONS**

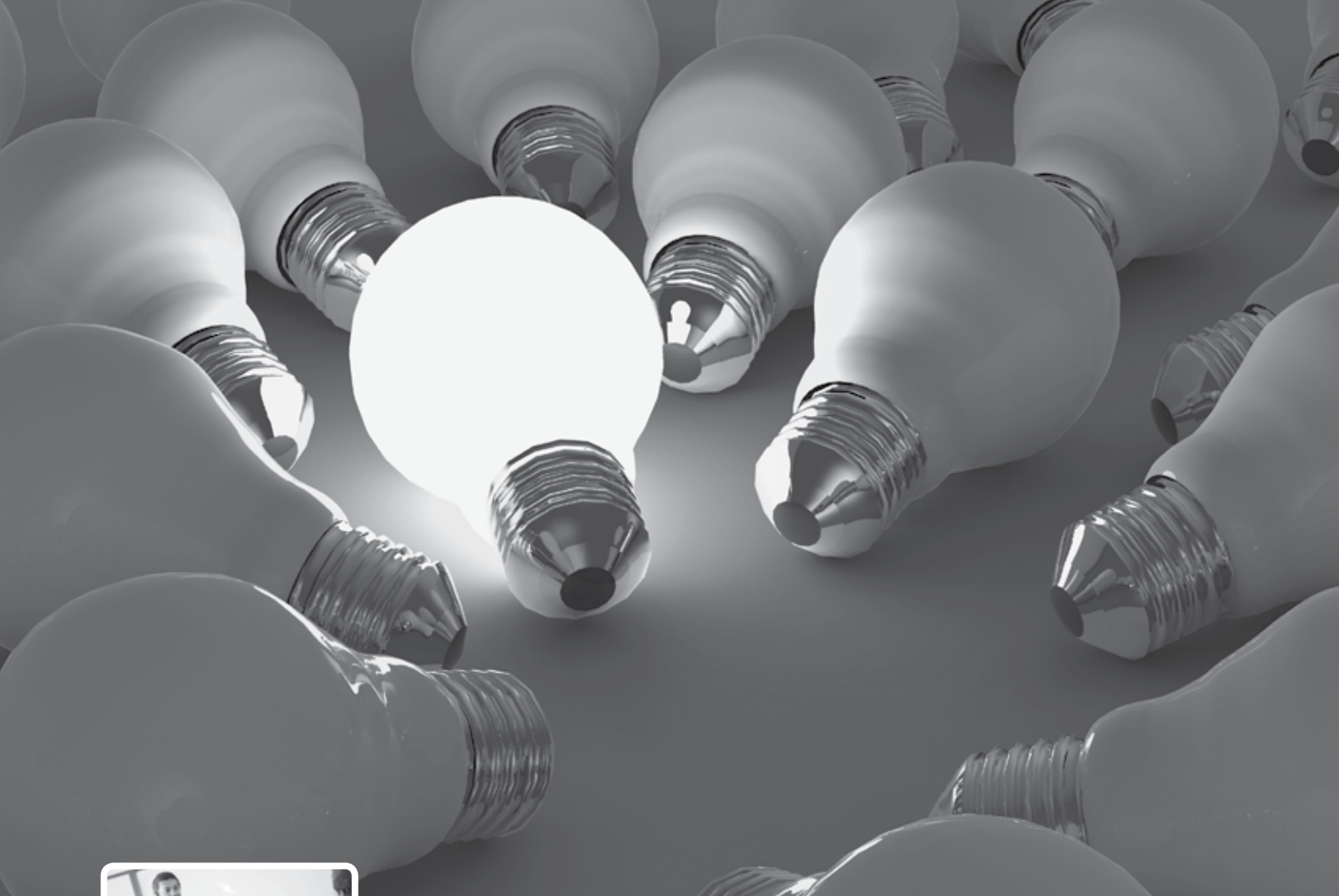
**Room: Salon I – III**

**BODY IMAGE IMPLICATIONS FOR PHYSICAL ACTIVITY IN ADOLESCENTS**

*Sarah Blackstone, MPH, University of Illinois Urbana Champaign; Juliet Iwelunmor, PhD, University of Illinois Urbana Champaign*

Physical inactivity is becoming an increasingly important issue in adolescents, contributing to the rising rates of obesity. Studies have suggested that body image is an important contributor to physical activity behaviors. This study examined whether the effects of body image on physical activity differ between genders, using data from the 2009-2010 Health Behavior in School Age Children Series. Unlike past studies, results showed that body image had a positive relationship with physical activity in both genders, even when controlling for adjusted BMI.





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Body image effects were greater in males than females. Assessment of body image should be incorporated into health educational interventions and could help target students at higher risk for physical inactivity.

## STRONGER TOGETHER: 2014 MISSISSIPPI PUBLIC SCHOOLS KINDERGARTEN HAND WASHING CAMPAIGN—A COLLABORATIVE SUCCESS

*Nykiconia Precely, DrPH, MPH, CPH, Mississippi State Department of Health; Tammy Chamblee, RN, BSN, MA, Mississippi State Department of Health*

It is hypothesized that absenteeism could be reduced if children merely washed their hands properly. To promote hand hygiene, high school health science students implemented an educational campaign for kindergarteners to reduce communicable disease spread. More than 1,000 health science students participated and greater than 7,500 kindergarteners were reached. Pre/posttest assessments indicated increases in knowledge of proper hygiene practices. Kindergarten teachers reported the campaign was effective in improving hand hygiene amongst their students. Most health science teachers were pleased with the training materials and interested in participating in the project next school year. The hand washing campaign cultivated the professional development health science students by engaging them as hygiene trainers. The education of participating kindergarten students was enhanced through promotion of healthy behaviors.

## IDENTIFYING AND ADDRESSING STRESS-RELATED BEHAVIORS IN CHILDREN OF VETERANS WITH POSTTRAUMATIC STRESS DISORDER

*Pamela Terry, MS, PhD, CHES, CADD, ICPS, FASHA, Western Illinois University; Hal Marchand, MS, PhD, Western Illinois University; Lorette Oden, MBA, PhD, Western Illinois University*

Of the 1.4 million active duty service personnel in the United States, 39% have children. Veterans receiving mental health screenings had 28.7% higher levels of Posttraumatic Stress Disorder (PTSD). While the Veterans Administration provides services to the veterans, the same level of services are generally not extended to the families of the veterans. Children of veterans may exhibit secondary traumatization which may interfere with how well the children process and learn information presented in the school setting. This roundtable provides school personnel with a menu of theory-based interventions to assist school personnel in addressing this issue.

## NATIONAL PTA AND SAFE ROUTES TO SCHOOL FIRE UP YOUR FEET PROGRAM

*Heather Parker, MS, CHES, National PTA; Beth Richards, Safe Routes to School National Partnership*

PTAs are relied on to raise funds for schools often through unhealthy, food-based methods. PTAs play a critical role in supporting the new Smart Snack guidelines, which restrict the type of fundraisers that happen during the school day. Fire Up Your Feet inspires families and schools to be healthy and physically active by walking before, during and after school. The program, available to grades K–8 nationally, offers an online activity tracker and school fundraising component, with 75% of the money raised going back to the PTA or school. The Activity Challenge award program, available to schools in sponsored regions, has awarded more than \$115,000 and more than 1,100 K-8 schools with nearly 22,000 participants in eleven states and regions across the country.

## A3: GOING GLOBAL: INTERNATIONAL HEALTH EDUCATION RESEARCH AND PRACTICE INITIATIVES

Room: Galleria South

### SUICIDE BEHAVIORS: A COMPARATIVE STUDY AMONG SECONDARY SCHOOL STUDENTS IN CHINA, TAIWAN, AND THAILAND

*Noy Kay, PhD, Indiana University Bloomington; Jingjing Niu, MS, Indiana University Bloomington; Sudgasame Jantaraweragul, PhD, Indiana University Bloomington*

Background: Suicide is a leading cause of death among adolescents and adults. Few studies have studied suicide related behaviors, perceptions and factors to prevent suicide among Asian high school students. Methods: A questionnaire comprising 35 items was constructed from validated existing instruments. This study examined a convenient sample of 1,131 junior high and high school students from China, Taiwan, and Thailand. Multiple regressions were used to identify factors significantly associated with suicide behaviors. Results: About a quarter of students reported suicide behaviors. Attitudes toward suicide, quality of life and attitudes toward life were significantly associated with suicide behaviors. Conclusion: Suicide ideation and behavior is a serious public health problem in China, Taiwan and Taiwan. Permissive attitudes toward suicide are positively associated with suicidal behaviors.

### THE ROLE OF SOCIAL NORMS IN DIET AND EXERCISE BEHAVIOUR: FINDINGS FROM A UNIVERSITY RESIDENTIAL COLLEGE IN SINGAPORE

*Shelley Jung, HBSc, MScPH, National University of Singapore*

The social norms approach was used to investigate the role of norms on diet and exercise behaviours in an undergraduate residential college in Singapore. This approach states that behaviours are influenced by misperceptions of the attitudes and behaviours of other members of that social group. Misperceptions were calculated from differences between individual perceived norms and the median of self-reports (actual norms). Generally, respondents overestimated unhealthy attitudes and behaviours of their peers, and underestimated the healthy ones. These perceptions were predictive of respondents' diet, but not exercise. The perceptions of peers' dietary intake, not how the social group actually behaved, appeared to be associated with respondents' own intake. Interventions incorporating strategies to correct misperceptions about social norms have the potential to improve university-aged students' dietary behaviours.

### SOUTH AFRICA IMMERSION EXPERIENCE: A WORLD OF OPPORTUNITIES

*Mary Ann Middlemiss, PhD, RN, Syracuse University*

Public health faculty and students at Syracuse University, Syracuse, New York recently initiated an innovative approach to global health education. In collaboration with Rhodes University students and community members in Grahamstown, South Africa, they developed and implemented a community health education program for Inkululeko youth. Inkululeko is a non-profit organization based in Grahamstown South Africa whose ultimate goal is to break the cycle of poverty by enhancing education, health and quality of life. Photovoice methodology, developed by Carol Wang, was used to document health behaviors/risks that enhanced or inhibited the health of youth living in poverty-stricken townships in Grahamstown, South Africa. Inkululeko youth allowed photographs to address the questions: "Why does this situation exist? Do we want to change it and if so how?"



# ***SOPHE Campaign for the 21st Century Roses for Recognition Fund-Raising Drive Top Honorees as of March 31, 2015***



In this City of Roses, we are proud to honor the following top nominees whose mentorship has made a significant difference in the lives of SOPHE members. A classic symbol of grace and elegance, the pink rose is often given as a token of admiration and appreciation. If you would like to nominate your mentor, stop by the SOPHE Registration Desk to donate to SOPHE's "Roses for Recognition" Fundraising Drive! The individual with the most roses by the end of the meeting will receive a bouquet of live roses delivered to his/her office or residence. Be sure to read the complete list of honorees, which will be posted on SOPHE's website.

## **TOP ROSE RECIPIENTS**

**JOHN P. ALLEGRAnte, PHD  
COLUMBIA TEACHER'S COLLEGE**



**SAN JOSE STATE UNIVERSITY,  
2013 MPH DISTANCE EDUCATION FACULTY**



BUD GERSTMAN



ANNE DEMERS



ED MAMARY



DAN PERALES



KATHLEEN ROE



VALERIE ROSE

*Not pictured: Van Ta Park, Rob Knight, Dana Hughes,  
Carol Azar, and Analilia Garcia*

### **NOMINATORS      EXPRESSIONS OF GRATITUDE**

FLORA BLOOM	Thank you for your important insights & thoughtful counsel
SHARON WILLARD	Thank you for your stellar support
MIGUEL MARSHALL	As if 15 words could do....
AMY MARSHALL	A great health advocate and mentor
MARY CHERYL GLONER	Your support helped launch my career

### **NOMINATORS      EXPRESSIONS OF GRATITUDE**

JEFFREY GOODMAN	Thank you for an amazing educational and life-changing adventure
CLASS OF 2013 – MPH DISTANCE PROGRAM	
MARY CHERYL GLOVER	To an amazing group of mentors & colleagues

## **DOZEN ROSES OR MORE**

HONOREES	EXPRESSIONS OF GRATITUDE	NOMINATORS
DIANE ALLENSWORTH	Thank you for showing the way!	REBECCA REEVE
SANDRA BULMER	Thank you!	BARBARA BARTON
EVA DOYLE	You are truly inspiring! Thank you!	VICTORIA ZIGMONT
VICKI FREIMUTH	Thank you for your mentorship & support.	SANDRA BULMER
LIBBY HOWZE	Thank you for leading by example.	CLAUDIA PARVANTA
KATHERINE PARKER	Grande Merci!	REBECCA REEVE
CARL PETER	Your support has lifted me up!	KATHY CROSSON
JOHN SEFFRIN	Thank you for making a huge difference in my professional career!	KELLI BROWN
SCOTT SIMONDS	Thank you for your inspiration & support.	MOHAMMAD TORABI
NAN STOUT	Thanks for all your years of wise counsel & support!	ELAINE AULD
KAY WOODIEL	Congratulations on your retirement.	ELAINE AULD
		JOAN COWDERY & ETA SIGMA GAMMA

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# CONFERENCE ABSTRACTS

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## NUTRITION EDUCATION IN DISADVANTAGED BARRIOS IN CONSUELO DOMINICAN REPUBLIC

*Carol Nixon, PhD, Vanderbilt University; Gabriella Flynn, BS, Vanderbilt University; Maura Murphy, MPH, Children's Hospital of Philadelphia; Lindy Fenlason, MD, PNS, MPH, Vanderbilt University Medical Center; Sharon Shields, PhD, Vanderbilt University*

This presentation conveys the primary aims, findings, and implications associated with an evaluation of a community-based nutrition education curriculum designed for delivery by health promoters in Consuelo, in the Dominican Republic, although we found that the promoters were not using the nutrition booklet in homes or in the community as it was designed. Rather we found an increased capacity among health promoters to deliver the content related to the curriculum. The findings illuminate barriers and opportunities related to community health education using the health promoter model. The findings illuminated tensions for the health promoters across their multiple roles, specifically as a professional and as a community member/neighbor. These tensions have implications for training, continued capacity building, program implementation, and program sustainability.

## A4: TECHNOLOGY FOR HEALTH EDUCATION: REACHING PEOPLE WHERE THEY ARE

Room: Grand Ballroom I

### APPROACHES TO PROMOTING AI/AN ADOLESCENT HEALTH THROUGH HARNESSING SOCIAL MEDIA, SOCIAL MARKETING, AND TECHNOLOGY-BASED INTERVENTIONS

*Stephanie Craig Rushing, PhD, MPH, Northwest Portland Area Indian Health Board; Colbie Caughlan, MPH, Northwest Portland Area Indian Health Board; Amanda Gaston, MAT, Northwest Portland Area Indian Health Board; Thomas Ghost Dog Jr., BS, Northwest Portland Area Indian Health Board; Mattie Tomeo-Palmanteer, BSW, Northwest Portland Area Indian Health Board*

This presenter will share multimedia health promotion campaigns developed by the Northwest Portland Area Indian Health Board. The presenter will discuss available materials and resources and guide participants through the processes of partnering with Native communities to develop media campaigns and conduct adolescent sexual health research. Examples will be provided from: Native IYG, to adapt and evaluate the efficacy of a web-based HIV, STI, and pregnancy prevention program; the Native VOICES initiative, a video based intervention with the goal to increase condom use and promote healthy sexual decision making skills; We R Native, a national multimedia campaign for Native youth that includes a website, social media pages, and educational materials and; the THRIVE suicide prevention project that has developed four media campaigns for Native communities.

### TECHNOLOGY AND HEALTH EDUCATION: HOW THEY CAN WORK TOGETHER TO POSITIVELY IMPACT HEALTH BEHAVIORS.

*Jean Gould, BS, MaineHealth Learning Resource Center*

Over the past few years, the landscape for communicating health information has changed dramatically. With the evolution of the internet, mobile platforms and social media, most people obtain health resources in a variety of new ways. Using a multi-faceted approach, the MaineHealth Learning Resource Center created a coordinated pilot project to determine if social media was a viable health education delivery tool. Using Facebook, Twitter, Pinterest, and YouTube, staff developed and implemented measurable objectives and activities for six month intervals.

As a result, we currently reach 6,000 people weekly, with almost 1,200 followers across all of our social platforms. Our YouTube videos have been seen over 2,000 times. Delivering health education through social media has increased the number and ways people engage with us.

### #HASHTAGS @ HEALTH: THE USE OF INNOVATIVE TECHNOLOGY TO ANALYZE SOCIAL MEDIA DISCOURSE RELATED TO DIVERSE HEALTH TOPICS

*Kimberly Parker, PhD, MPH, MA, MCHES, Texas Woman's University; Jody Early, PhD, MS, MCHES, University of Washington-Bothell; Katie Crosslin, PhD, MEd, CHES, Texas Woman's University; Mandy Golman, PhD, MS, MCHES, Texas Woman's University*

Social media platforms are used to exchange information within social networks among larger segments of a community or population and health related discourse may transform several times before addressed by health educators. The purpose of this presentation is to describe the use of technology to analyze social media health-related discourse to prioritize health education needs and health promotion strategies. We used Textal thematic coding and word-count to conduct discourse analysis on domestic violence, HIV/AIDS, cyberbullying and teen pregnancy and identify health behavioral constructs that were paired with evidence-based, health education practices and strategies. Preliminary results indicated using innovative technology to conduct discourse analysis is effective and timely for identifying health education needs and developing health promotion strategies relates to diverse health topics.

### SOCIAL MEDIA RESEARCH: ETHICAL CONCERNS FOR PUBLIC HEALTH

*Marc Hillier, MPH, DrPH, University of New Hampshire; Rickie Brawer, MPH, PhD, Thomas Jefferson University and Hospitals; Tung-Sung Tseng, DrPH, MS, MCHES, LSUHSC School of Public Health*

Social media websites are emerging as valuable research tools to investigate health related attitudes, beliefs and behaviors and have the potential to study hard to reach and vulnerable populations. Little guidance exists regarding the ethics of social media research. This presentation will raise awareness about the common ethical issues inherent to social media research and consider how researchers can address these issues during all steps of the research process. An overview of ethical research principles will be provided by the SOPHE Ethics Committee.

## A5: WORKING WELL: EMPLOYEE HEALTH PROMOTION AND POLICIES

Room: Forum Suite

### WORKPLACE HARASSMENT AND BULLYING IN THE UNITED STATES: RESULTS FROM THE NATIONAL HEALTH INTERVIEW SURVEY

*Jagdish Khubchandani, MBBS, PhD, Ball State University; James Price, MPH, PhD, University of Toledo*

Little is known about the prevalence and influence of workplace bullying among American workers. The objectives of this study were to assess the prevalence and demographic characteristics of those exposed to workplace violence and the associated health effects of bullying. We utilized the National Health Interview Survey, a household assessment of 17,524 adults in the US. 8.1% participants reported being bullied or harassed at work in the past 12 months. Groups with significantly higher odds of being victimized were: females, multiracial individuals ,



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# CONFERENCE ABSTRACTS

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divorced/ separated, those who had more than one job, and government employees. Individuals exposed to bullying/ harassment were significantly more likely to be overweight, smoke regularly, sleep less, and have pain disorders or symptoms of depression and anxiety.

## BLAZING A TRAIL TO ORGANIZATIONAL WELLNESS WITH HEALTHY BEVERAGE POLICIES

*Gina Vittori, MPH, Santa Clara County Public Health Department; Bonnie Broderick, MPH, RD, Santa Clara County Public Health Department; Susan Karlins, MPH, Second Harvest Food Bank; Lisa Craypo, MPH, RD, Ad Lucem Consulting; Lori Martin, MS, RD, Santa Clara County Public Health Department; Kathryn Boyle, BA, Kaiser Permanente; Jaime Flores, MPH, RD, Santa Clara County Public Health Department*

Policy interventions, grounded in the socioecological theory, are designed to influence entire populations. Since 2012, the Bay Area Nutrition and Physical Activity Collaborative (BANPAC)'s Pledge the Practice! Pass the Policy! Campaign, has been blazing trails in organizational health policy, impacting the availability of healthy beverage options for 75 diverse organizations and over 750,000 Bay Area residents. BANPAC provides a toolkit, policy templates, training, and technical assistance to Bay Area organizations to facilitate adoption of healthy beverage policies/standards. We conducted a mixed methods evaluation in twenty of the 75 organizations. Our findings revealed that the number of organizations serving or selling sugar-sweetened beverages decreased and the variety of non sugar-sweetened beverages increased. Organizational beverage policies are an important step to changing beverage norms and environments.

## FIREFIGHTER HEALTH: A REVIEW OF LITERATURE INVESTIGATING FIREFIGHTER HEALTH IN THE UNITED STATES FOCUSING ON OVERWEIGHT, OBESITY, PHYSICAL ACTIVITY, NUTRITION, AND JOB INJURY.

*Kayla Lindsay, BS, MA, CHES, The University of Alabama*

The United States Fire Association reported 97 firefighter deaths in 2013. Heart attacks or other sudden cardiac events, almost always accounted for the largest share of deaths in any given year among the firefighter population. There are very few academic research articles regarding firefighter health, fitness, nutrition, and overall wellness. There are even fewer regarding rural firefighter health and female populations. Interventions targeting firefighters regarding primary preventative wellness should include a potential health behavior theory or framework in intervention development. Grounding an intervention with health behavior theory, model, or a framework can increase the success of program implementation. There is a need for future research into firefighter health, fitness, and nutrition to inform better wellness program development.

## CLIMBING THE APPALACHIA TRAIL TO IMPROVE NON-BENEFITED EMPLOYEES FLU INOCULATION RATES: A PILOT STUDY

*Cynthia Karlsson MS, MPH, PhD(c), Virginia Tech*

Less than 5 percent of non-benefited employees received annual preventative flu vaccines. To close this gap and increase non-health insured employees' vaccination rates, a pilot study based on the Health Belief Model was introduced to provide free influenza vaccinations onsite to all non-benefited employees. A retrospective recall questionnaire was developed and distributed to the pilot group post inoculation to obtain historical data for past influenza vaccination status and influenza type symptoms for the previous two years. Of those not vaccinated, 22.5% reported influenza type symptoms, while 13.6% of those vaccinated

reported symptoms. Findings have been utilized to develop best practices targeting marginalized employees and health promotion programs, increase impact of immunizations, develop policies, and develop novel concepts to engage non-benefited employees in influenza vaccination campaigns.

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## CONCURRENT SESSIONS B

### 1:30 PM – 3:00 PM

#### B1: FAITH-BASED COMMUNITY INTERVENTIONS: MINING EVIDENCE FOR EFFICACY

Room: Salon I – III

##### A MODEL FOR PARTNERING WITH RELIGIOUS ORGANIZATIONS FOR SEXUALITY EDUCATION

*Alexa Juhl, MA, Iowa Department of Public Health; Susan Roberts-Dobie, PhD, University of Northern Iowa*

To explore the possibility of religious organizations as a partner for sexuality education, qualitative in-person interviews were conducted with faith leaders in a Midwestern community from all churches representing the United States' three largest 'Mainline Protestant' denominations. The interviews were modeled after a questionnaire originally utilized by the Guttmacher Institute. Interviews revealed five themes. Faith leaders' comments indicate that churches are a willing partner and an underutilized asset for the delivery of sex education, but need support from health/sexuality educators to build and deliver curriculum. Roundtable discussion questions will focus on a proposed model for delivery of sex education in churches and the potential benefits and barriers of such a model.

##### LESSONS LEARNED FROM TWO FAITH-BASED HIV PREVENTION PROGRAMS FOR YOUNG ADULT & ADULT SINGLE AFRICAN AMERICAN WOMEN SESSION

*Danielle Lambert, MPH, CHES, Emory University; LaShun Robinson, PhD, Emory University; Gina Wingood, ScD, MPH, Emory University*

Across heterosexual women of all races, African American women are disproportionately affected by HIV infection. 80% consider religion very important in their daily lives, making the Black church among the most credible institutions in the community. A 2-arm comparative effectiveness trial was utilized in two consecutive studies to compare an adaptation of the evidence-based SISTA HIV intervention with a control condition. P4 for Women enrolled 134 women ages 18 to 34 years old. Ladies FIRST enrolled 502 women ages 35-60 years old. Participant and facilitator feedback shed light on considerations for future programs. Such considerations included providing free transportation and child care, obtaining buy-in from pastoral staff, appointing a church liaison as a gatekeeper, reducing stigma through transparency, and increasing the number of meeting times.

##### EXAMINING THE IMPACT OF PARENTAL PROCESSES, RELIGIOSITY, AND SPIRITUALITY AS PROTECTIVE FACTORS AGAINST RISKY SEXUAL BEHAVIORS AMONG AFRICAN AMERICAN ADOLESCENTS

*Afekwo Mary Ukuku, MPH, University of Georgia*

Positive familial factors such as parental monitoring, social support, and faith have been found to influence adolescents' sexual risk-taking. This study examined the parent-child relationship and how parenting factors and spirituality influence sexual risk reduction among adolescents.

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Methods: Sociodemographic, family, and self-reported behavioral data were obtained from 160 dyadic pairs (80 parents and 80 adolescents) were recruited from a major southeastern inner city. Bivariate and logistic regression analyses were performed to explore associations between primary caregiver support and behavioral outcomes. Results: primary caregiver support was positively associated with increased protective behaviors. Regression analyses revealed that participants reporting positive primary caregiver support were more likely to have used a condom at last sexual encounter and abstained from drug and alcohol use.

## INNOVATIVE SOLUTIONS FOR THE BLACK CHURCH: RISK REDUCTION AND MAINTENANCE OF HEALTHY SEXUAL BEHAVIORS

*LaShun Robinson, PhD, Emory University; Danielle Lambert, MPH, CHES, Emory University; Gina Wingood, ScD, MPH, Emory University*

African American women continue to be disproportionately represented among people infected and affected by HIV. Churches are cornerstones in the African American community and an excellent resource for HIV prevention. A 2-arm randomized controlled trial was conducted to compare an adapted faith-based version of the CDC-defined evidenced based SISTA intervention (Ladies FIRST) with a general health control condition. Participants were single, heterosexual, African American women age 35-60, attending church in Atlanta, GA. 502 African American women participated in the study. Reduction of sexual risk behaviors and maintenance of healthy sexual behaviors were analyzed for each condition. In comparison with the control condition, women in the Ladies FIRST condition experienced a significant reduction in sexual risk behaviors and better maintenance of healthy sexual behaviors.

## B2: PROMOTING SAFETY AND HEALTH AMONG CHILDREN AND ADOLESCENTS

Room: Forum Suite

### UNDERSTANDING STUDENTS' INTENT TO INTERVENE IN DATING VIOLENCE AND SEXUAL ASSAULT RISK SITUATIONS: USE OF THE THEORY OF PLANNED BEHAVIOR

*Jill Hoxmeier, MPH, PhD(c), Oregon State University*

Dating violence and sexual assault are major public health issues on college campuses. The outcomes associated with victimization are severe, and effective prevention programming is imperative. A recent direction in programming aims to engage college students as pro-social bystanders; however, more needs to be known about the determinants of pro-social intervention behavior. The current study surveys 261 university students to assess the correlates of their intent to intervene, using the Theory of Planned Behavior. Results indicate that perceived behavioral control, subjective norms that support intervention, and positive attitudes toward intervention correlate with students' intent to intervene. The findings have several implications for future research and the development of effective programs aimed at increasing students' intent to intervene in dating violence and sexual assault situation.

### USING SOCIAL AND BEHAVIOR CHANGE APPROACHES TO ADDRESS VIOLENCE AGAINST CHILDREN: DEVELOPING A SET OF GLOBAL BEST PRACTICES

*Carmen Cronin, MPH, Drexel University; Suruchi Sood, PhD, Drexel University*

Background: The UN Secretary-General's Study concludes that Violence against Children (VaC) exists everywhere and in myriad forms. Behavior and social change interventions are ideally suited to

address the social and cultural norms underlying VaC. Objectives: To develop recommendations for future programs and research through a systematic review commissioned by UNICEF and primary research in two international settings. Methods: A systematic review yielded 302 manuscripts. Global guidance on the M&E of interventions is being developed. Technical assistance is being provided in two specific countries. Results: The systematic review revealed a serious lack of robust evaluation data. Results from the primary research may be discussed. Conclusions: The global systematic review combined with practical insights from specific country contexts will provide information on best practices to address VaC.

## WATER SAFETY FOR CHILDREN AND TEENS: LOW-COST LIFE JACKET SALES AND PROMOTION

*Sarah Stempfski, MPH, MCHES, CPST, Seattle Children's Hospital; Maryam Jafari, BS, Center for Children with Special Health Needs; Elizabeth Bennett, MPH, MCHES, Seattle Children's Hospital*

Over 1,500 children and teens die every year in the U.S. from drowning. A life jacket campaign found ownership and comfort in choosing and fitting a life jacket to be significantly associated with reported life jacket use. Our objective was to support safe water recreation with access to life jackets at a reduced cost. Five events took place in the Seattle area. Jackets were fit properly by trained fitters. Parents and children were provided with instruction on use and fit of life jackets. After the sale, 97% of participants reported feeling confident or very confident in properly fitting a life jacket, 94% responded feeling that the life jacket sale was helpful in educating them about water safety and life jacket fit.

## URBAN TEACHERS' REPORTED PREVALENCE OF BULLYING IN THE MIDDLE SCHOOL SETTING

*Dena Simmons, MEd, MA, EdD, CHES, Yale University*

This study measured teachers' reported prevalence of bullying behavior among middle school students in grades 6, 7, and 8 in an urban setting. Using the PRECEDE theoretical model as a basis, a survey instrument was designed and validated to obtain data from 227 teachers in 10 public schools. Descriptive statistics were employed to discover that teachers generally witnessed physical and verbal bullying instances on a daily or weekly basis and more often than relational and electronic forms of bullying. The results also revealed the teachers typically witnessed fewer instances of bullying than actually occurred. This study exposed the problematic nature of bullying at schools and the need to prevent and to reduce these insidious acts of violence at our nation's schools.

## B3: ADVANCING HEALTH ON COLLEGE CAMPUSES

Room: Galleria South

### THE IMPORTANCE OF SEXUAL VALUES IN IDENTITY DEVELOPMENT: A QUALITATIVE EXPLORATION IN A SEXUALLY DIVERSE SAMPLE

*Stephanie Bennett, PhD, University of Kentucky; Kristen Mark, PhD, MPH, University of Kentucky*

The decision to engage in sexual intercourse is intricate and multidimensional, and the sexual behaviors one engages in are impacted by one's sexual values. Data was collected online from a sample of 530 sexually diverse adults. Participants answered an open-ended question of "What value do you place on sex?" and responses were coded using qualitative content analysis. Conventional content analyses from two coders revealed a number of themes describing the values placed on sex by sexually diverse adults. These findings are specifically useful for

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application by health educators, clinicians, counselors, and researchers interested in the developmental components of sexual health in adolescence and young adulthood.

## FACTORS ASSOCIATED WITH COLLEGE STUDENTS' INTENTIONS TO VACCINATE THEIR DAUGHTERS AGAINST HPV: PROTECTING THE NEXT GENERATION

*Kelly Wilson, PhD, MCHES, Texas A&M University; Alice White, BSFCS, The University of Georgia; Brittany Rosen, PhD, CECH, University of Cincinnati; Alethea Chiappone, MPH, MSW, CPH, The University of Georgia; Jaius Pulczynski, BS, Texas A&M University; Marcia Ory, BA, MA, PhD, MPH, Texas A&M University; Matthew Smith, PhD, MPH, CHES, The University of Georgia*

This study examines factors associated with college students' intentions to: (1) vaccinate their daughters against HPV; and (2) give their daughters the choice about whether or not to be vaccinated. Data were analyzed from 1,606 college students. Two binary logistic regression analyses were performed. Participants who were female, sexually active, diagnosed with HPV, and supported HPV vaccination mandates were more likely to report intentions of vaccinating their daughters against HPV. Participants who were sexually active and perceived the HPV vaccine to be safe were more likely to report they would allow their daughters to choose whether or not to be vaccinated. Identifying HPV vaccination support among future parents has potential to inform parent education programs and project advocacy for HPV vaccination policy development.

## EXPLORING BARRIERS RELATED TO HIV TESTING AMONG COLLEGE STUDENTS

*Emily Earnest, BS, MPH, CHES, Georgia Southern University; Andrew Hansen, DrPh, Georgia Southern University*

**Objective:** This study aimed to identify ways of increasing HIV testing rates among college students. **Participants:** Participants consisted of 112 college students aged 18 years and older from a mid-sized south-eastern university. **Methods:** A survey was used to obtain initial qualitative data and recruit participants for interviews. **Results:** Barriers identified were fear, social stigma, and invincibility, accessibility and embarrassment among others. The most common motivators to testing were being sexually active, students thinking they could have HIV, and possibly being born with HIV. Promotional techniques to increase testing rates and the importance of HIV education were also described. **Conclusions:** These factors should be considered when creating social messaging, educational materials and policies that are aimed at addressing barriers to HIV testing among college students.

## WHEN WILL COLLEGE STUDENTS INTERVENE IN HARMFUL SITUATIONS? BASELINE DATA FROM A CAMPUS-WIDE BYSTANDER INTERVENTION INITIATIVE

*Amanda Mabry, MPH, The University of Texas at Austin; Erin Burrows, MA, The University of Texas at Austin; Milena Batanova, PhD, MA, Tufts University; Sapana Donde, PhD, The University of Texas at Austin*

Students face unique health concerns in college; sexual assault, alcohol abuse, and prejudice are just a few problems that can severely deter mental and physical health. One way to address these concerns is through the bystander intervention model. Although most bystander intervention programs focus on one specific topic, their basic principles are universal. A cross-departmental University workgroup developed a broad bystander intervention initiative guided by the social ecological model and theory of planned behavior. It was hypothesized that students with higher empathy, sense of community, collective responsibility, bystander self-efficacy, normative beliefs about bystander intervention,

and perceived positive outcomes of intervening would have greater intention to intervene in potentially harmful situation. Baseline data indicate self-efficacy, empathy, and sense of community significantly influence students' intentions to intervene.

## B4: EVALUATION IN HEALTH EDUCATION: IMPROVING PROFESSIONAL COMPETENCIES

**Room: Grand Ballroom I**

### ADAPTATION AND EVALUATION OF AN EVIDENCE-BASED BIOSPECIMEN EDUCATION PROGRAM IN SIX POPULATIONS GROUPS: THE CANCER DISPARITIES RESEARCH NETWORK CANCER 101

*Carrie Norbeck, MPH, CHES, Fox Chase Cancer Center; Linda Fleisher, PhD, MPH, Fox Chase Cancer Center*

As advances in genetics and personalized medicine in cancer continue, the need for diversity in biorepositories becomes paramount. Research focused on the feasibility and cultural tailoring of community-based approaches to engage racial/ethnic minority communities in biospecimen donation is emerging. The Cancer Disparities Research Network (CDRN) brings together community-engaged researchers and clinical/biospecimens scientists to address cancer health disparities. The session will describe the CDRN's efforts to translate, adapt and pilot test an evidenced-based biospecimen education curriculum for 6 target population groups; African American, Hispanic, Appalachian, Chinese, South Asian, and Native American. Pre-/Post- focus groups were used to adapt the evidence-based module; the adapted module was then evaluated via pre-/post-test for change in knowledge, attitude, and intent towards donation of biospecimens for research.

### HOW TO CONDUCT PRACTICAL IMPACT EVALUATIONS: STRATEGIES AND LESSONS FROM TWO HEALTH PROMOTION PROGRAMS

*Robert LaChausse, PhD, California Baptist University*

Several studies examining health educators' training needs have identified the area of program evaluation in which more training is needed. Additionally, recent Federal and State initiatives have placed a stronger emphasis on the need to conduct rigorous evaluations of health education programs. This presentation will focus on how to conduct practical yet rigorous impact evaluations of health education programs. Participants will learn the key features of an impact evaluation including design, sampling, measuring implementation fidelity, data collection, analysis, and reporting to guide program decisions. Examples from two health education programs will be used to share lessons learned. Participants will be given resources and tools for assessing implementation fidelity, calculating sample size, and reporting. This session is aimed at entry-level and advance-practice health educators alike.

### PIONEERING SCHOOL WELLNESS: BEST PRACTICES FROM TEN YEARS OF IMPLEMENTING PROJECT HEALTHY SCHOOLS

*Jean DuRussel-Weston, RN, BSN, MPH, CHES, University of Michigan*

PHS is a community-University of Michigan collaborative that provides middle-school-based programming and environmental change to reduce childhood obesity and long-term cardiovascular health risks. Since 2004, PHS has been implemented in 56 schools, 24,607 students receiving education including 12,282 research participants. PHS uses a socio-ecological model to implement education and promote school environment/policy change. Interventions are based on five goals: Eat more fruits /vegetables; Choose less sugary food /beverages; Be active every day; Eat less fast/fatty foods; Spend less time in front of a screen. Learned best practices include: engaging diverse partners; application/

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assessment process; school administrative commitment; engaging food service/teacher/parent stakeholders; identification of school wellness champion; availability of community recreation opportunities/resources. Outcome measures reveal significant improvement in cardiovascular risk factors and healthy behaviors at 4-year follow up.

## STRENGTHENING HEALTH EDUCATOR EVALUATION SKILLS THROUGH ACTION LEARNING

*Michael Fagen, PhD, MPH, Northwestern University; Veronica Aranda, MPH, University of Illinois Extension; Sonia Lopez, MPH, University of Illinois Extension; Ashley Phillips, MPH, University of Illinois Extension; Michele Crawford, MPH, University of Illinois Extension; Elizabeth Jarpe-Ratner, MPH, MST, University of Illinois at Chicago*

Health educators are under increasing pressure to demonstrate the impact of their programming through evaluation. Since few resources exist for engaging external evaluators, many health educators are tasked with evaluating their own programs. This session describes an action learning approach to strengthening health educators' evaluation skills. In partnership with its faculty advisor, the University of Illinois Extension Cook County Community Health Team designed an action learning project to build educator evaluation skills using commonly available software platforms for data management, analysis, and reporting. Within a year, educators had successfully authored program impact reports that were considerably more data-based and persuasive than in previous years.

## B5: COMMUNICATING AND ADVOCATING FOR HEALTH EDUCATION

Room: Galleria North

### WHAT'S ADVOCACY GOT TO DO WITH IT? EXAMINING THE IMPACT OF ADVOCACY SELF-EFFICACY AMONG HEALTH EDUCATORS

*Kadi Bliss, PhD, CHES, Austin Peay State University; Madeline Dressner, MA, Adelphi University*

Despite the professional responsibility, not all health educators engage in advocacy in their professional role. This study examined the extent to which health educators incorporated advocacy into their professional responsibilities. In addition, this study looked at factors that impeded or fostered advocacy self-efficacy among health educators. Results of the study will be shared, including which types of experiences are most helpful in increasing advocacy self-efficacy, and specific recommendations for increasing advocacy self-efficacy among health educators will be disseminated and discussed.

### PUBLIC POLICY AND ADVOCACY INVOLVEMENT BY HEALTH EDUCATION FACULTY AND HEALTH EDUCATORS

*Rachel Mahas, MS, MPH, University of Toledo; Emily Van Wassenova, MS, University of Toledo; F. Jeannine Everhart, MBA, MS, University of Toledo; Dianne Kerr, PhD, MCHES, Kent State University; Debra Boardley, PhD, RD, LD, FAND, University of Toledo; Amy Thompson, PhD, CHES, University of Toledo*

Advocacy is a responsibility for health educators, specified by NCHES. The purpose of this study is to assess advocacy involvement of health education faculty and practitioners, understand faculty advocacy teaching practices and determine advocacy involvement by MCHES/CHES practitioners. Surveys were mailed to health education faculty and MCHES/CHES practitioners. Faculty response rate is 49.3%; practitioners' response rate is 43% with data collection continuing. Preliminary findings show that while more than 70% of faculty believe that advocacy is important and should be taught, 60% have little or no personal involvement. The number of perceived benefits is associated with the number of advocacy activities performed. Advocacy is a primary

competency. Faculty and practitioners perceive benefits to advocacy involvement. Although not actively involved, respondents want more formal advocacy training.

### CULTURE DIVERSITY AND HEALTH: PLANNING ADVOCACY FROM AFAR

*Mary Jane Tremethick, PhD, RN, Northern Michigan University; Eileen Smit, MSN, FNP-BC, Northern Michigan University*

Many health professionals work to improve conditions in the developing world. However safety concerns may create barriers that preclude travel to and work in many countries. Building upon the work of others, the authors have created a non-profit organization and are poised to begin investing in a women's group in rural Honduras to continue advocacy work while the U. S. State Department's travel warnings for Honduras remain in place. However, previous programming demonstrated the complexity of this process. The authors will explore cultural issues that ought to be addressed in planning successful programming by non-profits, how to best address these cultural issues, and how to theoretically frame these interventions.

### CONSUMER HEALTH RECONCEPTUALIZED: SELF-EFFICACY, SOCIAL JUSTICE, AND CONSUMER ADVOCACY FOR ALL UNDERGRADUATES

*Rebecca Pearson, PhD, MPH, Central Washington University; Naomi Petersen, EdD, Central Washington University*

A newly framed consumer health curriculum is outlined, designed to broaden the context of responsibility from personal protection to global activism. Its target audience includes future health educators, but also undergraduate students at large. This innovative approach addresses individual, and joint, decisions and consequences in a systemic, interdependent context. Campbell's institutional theory of corporate social responsibility discusses civic engagement mechanisms as important learning outcomes along with isolated health facts. The Social Ecology model posits that people's health outcomes result from several levels of influence, from intrapersonal to societal, and that individuals can in turn influence these levels. An innovative toolkit emphasizing continuous assessment of knowledge, skills, and dispositions measures learning, attitude, and self-efficacy improvements throughout the class. We include a model for outcomes-based course evaluation.

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## PLENARY SESSION II

**3:15PM – 4:15PM**

Room: Grand Ballroom I

### CONFRONTING THE HEALTH CHALLENGES OF YOUNG ADULTS: FROM CAMPUS TO COMMUNITY

*Claire Brindis, DrPH, University of California, San Francisco School of Medicine; Jenny Haubenreiser, MA, FACHA, Student Health Services, Oregon State University*

This plenary presentation will address the critical developmental stage of young adults from 18-26 years, a life stage that is often overlooked when addressing policies and designing programs. Dr. Brindis will share findings from the 2014 Institute of Medicine's report, *Investing in the Health and Well-Being of Young Adults*, including strategies for educational, economic, social and health supports to assist young adults to adopt lifelong healthy habits. Jenny Haubenreiser will share the challenges and opportunities on college campuses of engaging young adults as stakeholders in their own physical and mental health development.



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## FRIDAY APRIL 24

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### EARLY RISER SESSIONS

7:00AM – 8:30AM

#### ER1: EBOLA AND EMERGENCY PREPAREDNESS

Room: Galleria South

INNOVATION IN ACTION: DEVELOPING ONLINE MATERIALS FOR RADIATION EMERGENCY PREPAREDNESS AND RESPONSE

*John Donovan, MPH, CDC Radiation Studies Branch; Leeanna Allen, MPH, MCHES, CDC Radiation Studies Branch*

Communicating in a radiation emergency is uniquely challenging with radiation an invisible, silent, and odorless threat that can only be detected with specialized equipment. Audience feedback and previous experiences have confirmed a need for innovative outreach and the use of media in education around this complex topic. This presentation will primarily identify challenges in communicating risks during a radiation emergency and how innovative online technologies and tools have been used to address many of these challenges. The presentation will also provide an overview of how audience feedback informed the development of these tools.

HEALTH EDUCATION FOR EBOLA CONTROL IN WEST AFRICA: A REVIEW OF CURRENT EVENTS

*William Brieger, CHES, MPH, DrPH, The Johns Hopkins Bloomberg School of Public Health*

The outbreak of Ebola Virus Disease (EVD) in West Africa has been unprecedented on a number of fronts. Being a new, unknown disease experience to the public makes Ebola especially challenging for designing health education and behavioral communication interventions. This presentation draws on daily collection and review of the wealth of news feed from the formal international and regional press and NGO and international organization announcements over a space of four months. Print and electronic media has typically attempted to translate public health warnings into a local context. Unfortunately these efforts have met not only with skepticism and distrust. A major reason for resistance to health communications and education was lack of involvement of and listening to the communities.

THEORIES, MISCONCEPTIONS, MEDIA, AND THE PUBLIC: EBOLA IN PERSPECTIVE

*Angela Omondi, BSc, Florida International University; Mary Shaw, PhD, Florida International University*

Achieving care and treatment for the Ebola epidemic driven by elimination of misinformation and theories should be a goal of the public health workforce. In the recent outbreak epidemic, the influence of the media on public opinion has been remarkable. However, flawed media portrayals, and negative stereotypes about African culture, has led African communities to be distrustful of the Western intent to help alleviate the burden of Ebola. We propose culturally competent media strategies to educate rather than to create panic about the disease, and global comparisons of media reporting. This requires that media platforms disseminate culturally responsive and accurate scientific information from the CDC and the World Health Organization about Ebola.

#### ER2: TECHNOLOGY ROUNDTABLE

Room: Galleria North

THE IMPLEMENTATION AND EVALUATION OF A PUBLIC HEALTH ETHICS EDUCATION ONLINE TOOL

*Jennifer Tripken, EdD, CHES, Marymount University*

The Values Exchange (Vx) Decision Making Software is a web-based decision making tool that offers a unique way to deliver ethics education by optimizing existing knowledge and experience of students. The purpose of this study was to describe the impact of the Vx on student learning of public health ethics. Students enrolled in a graduate level course used the Vx and were asked to complete a survey and participate in a focus group interview to describe their experience. The results of this study showed that students reported high levels of student knowledge, engagement, satisfaction, and usability. The results of this study suggest that the Vx is an effective and useful educational tool that may serve to assist students understand the complexity of ethical decision making.

STUDENTS, TECHNOLOGY AND HEALTH

*Lydia Burak, PhD, CHES, Bridgewater State University*

Information and communication technology plays a central role in the academic, social, and work-related lives of college and university students. Students are likely to own multiple devices and use them throughout the day and night. The purpose of this study was to examine the relationships among students' technology use and self-assessed health status, health symptoms, and illness-related work and school absences. Although absences and illness symptoms were significantly and positively related to technology use, self-assessed good health was also related to high technology use. The main questions are, "How do we interpret these seemingly contradictory findings?" and "What are the roles of educators regarding technology use when students perceive themselves as healthy despite symptoms and sickness that are associated with technology use?"

REACHING YOUTH WHERE THEY ARE AT: ON THEIR PHONES

*Jessica Silk, MPH, Planned Parenthood Federation of America; Deborah Levine, MSW, MAT, Planned Parenthood Federation of America*

Planned Parenthood has developed nine digital tools to provide sex education on mobile phones. The tools are designed for both younger and older adolescents with an emphasis on ensuring they are relevant to African-American and Latino youth who experience significant disparities in sexual and reproductive health. The tools combine the science of what helps young people to engage in healthy behaviors and what they like to do online. The tools went through a rigorous development process that included focus groups with young people across the country and in-person user testing groups. Planned Parenthood continues to develop additional tools, including tools aimed at LGBTQ teens. This presentation will discuss Planned Parenthood's digital tools and plans for developing new ones.

TRAINING COMMUNITY HEALTH WORKERS ONLINE TO WORK WITH FORMERLY INCARCERATED COMMUNITIES IN CLINICAL SETTINGS

*Amie Fishman, MPH, City College of San Francisco; Timothy Berthold, MPH, City College of San Francisco; Tracy Reed Foster, CHW, Transitions Clinic Network*

In partnership with Transitions Clinic Network (TCN), City College of San Francisco (CCSF) developed an interactive, multi-media online certificate program to train formerly incarcerated community health workers (CHWs) to work in primary care clinics serving patients recently released from prison. This adaptation highlights opportunities and limitations of online

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education for skills development of successful CHWs. Key pedagogical features will be showcased, including video demonstrations of core competencies, discussion forums, and performance-based assessments. Best practices for online CHW workforce development will be shared, including interactive skills development, individualized support, and healthcare employer-educator partnerships, along with data collected through pre-post surveys to capture changes in knowledge, skills and beliefs. A facilitator's guide to accompany the textbook, based on CCSF's curriculum is under development and will be discussed.

## WHAT'S IN YOUR TECH TOOLBOX?

*Holly Satterfield, MEd, Kent State University; Brian Miller, MS, PhD(c), Kent State University*

Technology can be used by health educators to help facilitate learning and maximize teaching time. Tools such as FitBits and Fuelbands can be used in health education settings to monitor physical activity, sleep patterns, and compare them to recommended guidelines. Apps to measure physical activity (My Fitness Pal) and dietary intake (Lose It!) are also available. Other health applications are in development to assist with monitoring vital signs and body measurements. Further, social media can be used in various ways to extend information to students immediately. The purpose of this roundtable is to discover applications that may be used in health education settings, utilize tools for learning purposes, and create a health education classroom via iTunes University.

## UTILIZING CELLPHONES TO FACILITATE A MODIFIED PHOTOVOICE ACTIVITY FOR TEACHING MULTI-DIMENSIONAL WELLNESS: AN INNOVATIVE APPROACH FOR INCREASING STUDENT ENGAGEMENT AND EMPOWERMENT

*Shannon McMorrow, MPH, PhD, University of Indianapolis; Mindy Mayol, MS, PhD(c), University of Indianapolis; Heidi Rauch, PhD, CHES, University of Indianapolis; Lisa Hicks, PhD, University of Indianapolis*

A modified photovoice activity was designed to improve practice in teaching wellness to undergraduate students. The main goal was to enhance student connection of course material to their lives and university community. Two groups of diverse undergraduates taking a required wellness course received an introduction to photovoice, specific photovoice instructions, and class time to use cell phones to take photos around campus portraying environmental or multi-dimensional wellness. There was discussion of favorite photos, caption writing, sharing of photos and captions, and solicitation of feedback from students. Results suggest this modified photovoice approach is a promising practice for increasing student application of concepts of wellness, particularly environmental wellness, within their lives and their university community. Presenters will provide strategies for implementing the photovoice activity in diverse classroom settings.

## GETTING SMART WITH SOCIAL MEDIA

*Emilia Zarco, MD, MEd, Adelphi University; Kadi Bliss, PhD, CHES, Austin Peay State University; Michael Trovato, BS, Adelphi University*

Presenters will share how they were able to utilize social media to enhance health education (including program promotion, classroom projects, and advocacy efforts). Various social media outlets will be discussed along with future opportunities for social media in health education practice and promotion. Participants will be able to share ideas as well as gain perspectives on social media use from faculty, administration, and students.

## LESSONS FROM THE CYBER TRENCHES: BEST PRACTICES FOR DEVELOPING QUALITY ONLINE ACADEMIC PROGRAMS IN HEALTH EDUCATION

*Jody Early, PhD, MS, University of Washington-Bothell; Susan Ward, PhD, Texas A&M University*

Little has been published about the challenges of developing online academic programs in health education or how to assess the quality of these programs. The purpose of this round table is multi-fold: first, to share "lessons learned" about developing online health education programs; second to review existing standards for quality online program development; and third, to discuss essentials and challenges to creating and maintaining credible online health education programs. The facilitators of this round table are health education faculty and program administrators who have developed and directed fully online health education programs in higher education for over 13 years. Participants will have the opportunity to pose questions and share their own experiences relating to E-learning and the development of online or hybrid health education pathways.

## PHOTOVENTION AS A PATH TO CRITICAL CONSCIOUSNESS WITHIN PHOTOVOICE

*Jennifer Herget, BA, University of North Carolina at Greensboro; Muhsin Michael Orsini, EdD, MS, Prevention Strategies, LLC; Kelley Massengale, MPH, University of North Carolina at Greensboro; Robert Strack, PhD, MBA, University of North Carolina*

Photovention is a phase of photovoice in which participants experience change brought about by their involvement in the project. This research evaluates the outcome of photovention by applying Freirian levels of consciousness to the social process, measuring participants' progressions through passive adaption, emotional engagement, cognitive awakening, and intentions to act. This investigation occurred in the context of a photovoice project conducted with undergraduate students. Participants were given a confidential questionnaire that assessed changes in their levels of critical consciousness, attitudes, and beliefs. The survey was constructed based on a recent interpretation of Freire's transtheoretical model. Using Freirian levels of consciousness to evaluate photovention provides a framework for health educators to identify participant engagement and empowerment, and may give photovoice projects deeper impact.

## BEST PRACTICES IN BLAZING A TRAIL FOR TEACHING HEALTH EDUCATION ONLINE

*Lori Dewald, EdD, ATC, MCHES, FAAHE, A.T. Still University*

Distance learning is exploding in popularity as evidenced by exclusively online universities with 90,000 to 150,000 students, traditional brick and mortar universities expanding more and more into online courses and academic programs, and even online high schools. This workshop will demonstrate how to use a research-driven framework to design training that prepares faculty to use and manage technology effectively to deliver high quality online instruction. It includes an explanation of the primary roles of an online faculty member as elucidated by current research into best practices for online teaching. And finally, it emphasizes the utilization of online faculty training and attendees will take away an outline for a quality training program for faculty who wish to teach online.

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## STUDENT USE OF TECHNOLOGY TO SUPPORT PERSONAL BEHAVIOR CHANGE IN HEALTH PROMOTION COURSES

*Jasmine Ward, PhD, MPH, CHES, Kennesaw State University; Ping Johnson, PhD, Kennesaw State University; Janie Petrillo, EdD, Kennesaw State University; Kandice Porter, PhD, Kennesaw State University*

Students enrolled in personal health behavior courses are commonly required to complete semester-long behavior change projects. These students have the autonomy to choose the specific behavioral goal, identify and apply effective strategies to reach the goal. As students have more access to technological tools, they are also employing these instruments to support their behavior change efforts. Using six undergraduate personal health behavior courses at a major University (N~200 students), this study investigates the use of mobile applications to support students' behavior change processes. Detailed information regarding technological supports for behavior change may enhance our understanding of why and how apps may be used to engage students in successful behavior change efforts.

## ER3: TEACHING TECHNIQUES

Room: Salon I – III

### SUCCESSFULLY TEACHING HEALTH EDUCATION

*Terri Mitchell, PhD, Appalachian State University*

Teaching Techniques are important components of school health instruction. During this session, a variety of teaching techniques will be demonstrated to enhance classroom teachers' skills in school health instruction. In addition, this session will provide strategies for teacher preparation faculty to better prepare preservice health teachers.

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## PLENARY SESSION III

### 8:45AM – 9:45AM

Room: Grand Ballroom I

#### BLAZING A TRAIL FOR INJURY PREVENTION

*David Sleet, PhD, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, 2015 Elizabeth Fries Health Education Award Winner*

This session will discuss accomplishments and major challenges in the application of behavioral sciences and health education to unintentional injury prevention and control in recent decades. Along with policy changes that have reduced injuries, Dr. Sleet will discuss the need to assess environmental strategies that protect the safety of individuals and communities, lessons learned and recommendations for the future.

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## CONCURRENT SESSIONS C

### 10:00AM – 11:30AM

#### C1: PREVENTING AND REDUCING TOBACCO USE: POPULATION HEALTH INITIATIVES

Room: Salon I – III

#### EXPOSURES TO ANTI-TOBACCO MESSAGES: ASSOCIATION WITH TOBACCO USE BEHAVIOR AND ATTITUDES IN INDIAN ADOLESCENTS

*Jagdish Khubchandani, MBBS, PhD, Ball State University; Denise Seabert, PhD, MCHES, Ball State University*

The Global Youth Tobacco Survey was utilized to conduct a secondary data analysis to assess the knowledge, perceptions, and attitudes of Indian adolescents about smoking and tobacco use. Results determined their exposure to anti-tobacco messages in communities is associated with quit attempts, unfavorable attitudes toward smoking, and tobacco use behaviors. Data support the need for school systems in India to focus on education youth on tobacco use prevention.

#### PA FREE QUITLINE FAX REFERRAL EXPANSION IN PENNSYLVANIA

*Livia Fortunato, MS, Public Health Management Corporation; Jay Mast, BA, Pennsylvania Department of Health; Jennifer Keith, MPH, CPH, Public Health Management Corporation; Janene Brown, MPH, Public Health Management Corporation; Susan McLain, MPH, Pennsylvania Department of Health; Barbara Caboot, BA, Pennsylvania Department of Health*

The Pennsylvania (PA) Free Quitline provides free counseling, support, and, when possible, nicotine replacement therapy to tobacco users in the state. In March 2012, a statewide fax referral program called Fax to Quit was implemented for healthcare providers to refer clients to the Quitline. The primary goal of Fax to Quit is to increase the number of fax referrals resulting in participant enrollment in PA Free Quitline services. Annual evaluation reports are prepared using quantitative and qualitative data sources and recommendations are provided to improve the reach and efficacy of the Fax to Quit program. A 32.6% increase in the number of faxes received and a 14.8% increase in the number of fax referred enrollees was observed between FY 2013 and FY 2014.

#### ASSESSING CAMPUS READINESS FOR TOBACCO- OR SMOKE-FREE POLICIES

*Melinda Ickes, PhD, University of Kentucky*

There is a need to understand institutional and community factors influencing campus readiness to implement smoke- or tobacco-free policies. The aims are to: summarize barriers related to adopting smoke- or tobacco-free policies, present CARES, highlight results from the CARES pilot from campuses without policies. Focus groups were conducted with university informants to identify themes which guided CARES development. CARES was pilot tested using an online survey across campuses without smoke- or tobacco-free policies to determine readiness to implement such policies (N = 45). Themes deemed important when implementing smoke- and tobacco-free policies: reasons for implementing the policy should be ingrained into the goal of the policy, a variety of campus sectors should be represented, tobacco cessation programs are critical, compliance remains an issue needing attention.

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## FINANCIAL INCENTIVES, INTERPERSONAL COMMUNICATION, AND SMOKING CESSATION: SURVEY EVIDENCE FROM A BEHAVIORAL TELEHEALTH INTERVENTION IN A LOW-INCOME POPULATION

*Michael Parks, PhD, Minnesota Department of Health; Jonathan Slater, PhD, Minnesota Department of Health; Alex Rothman, PhD, University of Minnesota; Christina Nelson, MPH, Minnesota Department of Health*

Financial incentives and interpersonal communication about a smoking cessation program can potentially encourage tobacco quitline utilization and sustained smoking cessation in low-income populations. However, past research on interpersonal communication has not examined considered financial incentives, and documentation of interpersonal communication's effects is limited. Using survey data gathered after a telehealth intervention that offered \$20 incentives to low-income smokers for being connected to a state quitline, we examined how perceived incentive importance and interpersonal communication relate to the cessation process. Interpersonal communication about the incentive-based offer was strongly associated with utilization of quitline services and continuous cessation at seven months. Self-reported incentive importance was related to interpersonal communication. These results were found in descriptive analyses, logistic regressions, and Heckman probit models that adjusted for recruitment processes.

## C2: MENTAL HEALTH PROMOTION

Room: Galleria North

### PREDICTORS OF DEPRESSION DIAGNOSES AND SYMPTOMS IN VETERANS: RESULTS FROM A NATIONAL SURVEY

*Katherine Hendricks Thomas, PhD, Charleston Southern University; Lori Turner, PhD, RD, The University of Alabama; Sarah Plummer Taylor MSW(c), CHC, RYT500, University of Denver*

The suicide numbers among military personnel eclipsed the number of combat deaths in 2011. The purpose of this study was to examine the relationship between ten key variables and rates depression in a national sample of veterans to generate predictive models for the condition in this population. This secondary data analysis used veteran responses to the 2012 CDC BRFSS. Almost fifteen percent (14.9%) of the veterans in this study sample had a depression diagnosis, and an additional 7.7% showed symptoms of the undiagnosed condition. The study's regression analyses of both demographic and behavioral health predictor variables can be used to help health promotion professionals seeking to target depressed veterans effectively, and expands the knowledge base around symptoms that may indicate undiagnosed depression in this unique community.

### DEVELOPMENT AND EVALUATION OF GET FIT, A FITNESS AND NUTRITION PROGRAM FOR INDIVIDUALS WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES (IDD) AND THEIR CAREGIVERS

*Leslie Spencer, PhD, MS, Rowan University; Laurie DiRosa, EdD, MS, Rowan University; Adeola Sonaiki, MPH, CHES, The Family Resource Network*

Get FIT is a multi-state initiative providing ongoing fitness training and nutrition counseling to individuals with intellectual and developmental disabilities and their caregivers since 2008. The first program of its kind to include the caregiver as well as the client, it has been continuously evaluated and revised since its inception, yielding effective strategies for overcoming the challenges of providing a program to this population. Did you want to add another reason? Perhaps it is designed to be replicated at different sites with core similarities but still be unique to each site's needs and capabilities.

## ASSESSING THE FEASIBILITY OF A PEER-DRIVEN INTERVENTION TO IMPROVE THE REACH OF A DEPRESSION MANAGEMENT EVIDENCE-BASED PROGRAM AMONG OLDER VETERANS

*Lesley Steinman, MPH, MSW, University of Washington; Miruna Petrescu-Prahova, PhD, University of Washington; Mark Snowden, MD, MPH, University of Washington*

Peer-driven interventions (PDIs) are culturally appropriate, relatively low-cost interventions that have been used to reduce risk behaviors and promote prevention and screening in hard-to-reach groups. Program to Encourage Active, Rewarding Lives (PEARLS) is an evidence-based depression management program offered in community settings. However, enrollment in the program has been limited. We conducted a pilot study to assess the feasibility of a PDI intervention to improve the reach of PEARLS among veterans 55 and older. Future efforts to find effective strategies for expanding the reach of evidence-based programs such as PEARLS should consider enrolling former clients to act as champions of the program. However, a structured approach where providers and champions partner for dissemination may be more feasible than dissemination of information through naturally-occurring peer networks.

## MENTAL HEALTH STATUS AND ACCESS TO MENTAL HEALTH CARE IN PENNSYLVANIA LGBT COLLEGE STUDENTS

*Victoria Martin, West Chester University; Tanya Gatenby, PhD, CPH, West Chester University*

This study found LGBT college students have specific needs that differ significantly from the general population. These students experience poorer mental health status than the general population and are less likely to receive treatment. The survey was divided into three categories: demographic information, mental health status, and mental healthcare accessibility. LGBT students reported experiencing mental illness and receiving a diagnoses at a significantly higher rate than the general population. The most significant barriers to mental health care were found to be: cost, being too busy, issues with health insurance, and their parents or guardian. This study reaffirms the importance of accessible mental health care for LGBT students. Understanding the barriers is useful information for legislators, policy makers, and hospital administrators, among others.

## C3: PATHWAYS TO FOSTERING HEALTHY YOUTH

Room: Galleria South

### RECOVERY HIGH SCHOOLS: EDUCATIONAL AND RECOVERY SUPPORTS FOR ADOLESCENTS SEEKING RECOVERY FROM SUBSTANCE ABUSE

*Emily A. Hennessy, MPhil, Vanderbilt University; Andrew J. Finch, PhD, Vanderbilt University; Emily E. Tanner-Smith, PhD, Vanderbilt University; D. Paul Moberg, PhD, University of Wisconsin*

Recovery high schools (RHSs) are one schooling option in the United States for adolescents in recovery after treatment for a substance use disorder. RHSs can be considered health-promoting settings as their students receive both academic and supportive therapeutic services within a recovery-oriented environment. This presentation will describe RHSs and give preliminary outcome data from a multi-site study evaluating their effectiveness across several domains. The data presented will focus on substance use, course grades, and truancy outcomes at six months after study enrollment for two groups of adolescents in recovery: (1) adolescents who enroll in RHSs and (2) adolescents who enroll in other



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schools. These preliminary results suggest some beneficial outcomes for adolescents enrolled in RHSs compared to adolescents enrolled in other school environments.

## A TALE OF TWO CURRICULA: TESTING THE IMPACT OF HEALTH EDUCATION IN PUBLIC HIGH SCHOOLS WITH AT-RISK YOUTH

*Megan Howard, MPH, University of Wisconsin-Milwaukee; Paul Florsheim, PhD, University of Wisconsin-Milwaukee; Kaija Zusevics, PhD, Northeastern Illinois University; Brett Fuller, MAE, Milwaukee Public Schools; Melissa Lemke, MA, Center for Urban Population Health; Lori Bokowy, MEd, University of Wisconsin-Milwaukee*

Authors compared two approaches to health education in an urban school district with high rates of teen pregnancy, substance use and mental health concerns. Teachers were recruited to teach either a project based collaborative learning (PBCL) curriculum or the standard didactic health curriculum. A quasi-experimental design was used in which four PBCL classrooms were compared to a matched set of four standard classrooms. Results indicated that students in both curricula demonstrated significant positive changes in their health functioning over time, including: (1) increased positive coping strategies, (2) decreased psychological symptom scores, (3) decreased cigarette use scores, and (4) lower sexual risk-intention scores. Results also indicated that at-risk students demonstrated more positive changes in health functioning during the semester when compared to students at lower risk.

## POP-D: SCIENCE EDUCATION BASED PRESCRIPTION DRUG PREVENTION FOR YOUTH

*Nicole Wanty, MAA, KDH Research & Communication; Kristen Holtz, PhD, KDH Research & Communication*

Youth prescription drug abuse is a public health problem. Reaching a large number of students through school-based prevention education programs requires innovative approaches that connect health with other mandatory topics, like science education, because of the crowded curricular environment. Proper Use of Prescription Drugs (POP-D) is a science education based curriculum to prevent prescription drug abuse that integrates best practices in prevention education and behavior change theory with standards-based information. Our findings indicate that students exposed to POP-D showed significantly greater knowledge scores at post-test compared to students in the control group. The data suggest that POP-D is a good first step toward preventing prescription drug abuse and this evaluation highlights the potential of using a science education based prevention program to reach students.

## EVALUATION OF BEHAVIORAL ECONOMIC STRATEGIES TO IMPROVE SCHOOL FOOD CHOICE AND APPEAL IN THE LOS ANGELES UNIFIED SCHOOL DISTRICT, CALIFORNIA FOR SCHOOL-YEAR 2013-14

*Patricia L. Cummings, MPH, PhD, Los Angeles County Department of Public Health; Ranjana N. Wickramasekaran, MPH, Los Angeles County Department of Public Health; Michelle Wood, MPP, Los Angeles County Department of Public Health; Lindsey Burbage, MPH, Los Angeles County Department of Public Health; Tony Kuo, MD, MSHS, Los Angeles County Department of Public Health; Paul Simon, MD, MPH, Los Angeles County Department of Public Health*

Behavioral economic strategies to improve school food choice and appeal are a growing interest to stakeholders involved in health promotion program planning. The Los Angeles County Department of Public Health and California Food Policy Advocates partnered with the Los Angeles Unified School District (LAUSD) to implement a number

of behavioral economic strategies into a select number of schools to examine their feasibility and effectiveness in this school district for the school-year (SY) 2013-14. A quasi-experimental design was used to evaluate the behavioral economic strategies applying SLM in 30 schools. Analyses of SY 2013-14 food production records were conducted in order to assess whether the SLM strategies increased (1) the proportion of fruits or vegetables served, (2) selection of healthier menu options, and (3) participation rates.

## C4: THINKING GLOBAL, ACTING LOCAL: DIVERSITY IN HEALTH

**Room: Forum Suite**

### COMMUNITY-BASED PARTICIPATORY RESEARCH WITH AMERICAN INDIAN, ALASKA NATIVE AND NATIVE HAWAIIAN COMMUNITIES: WHERE HAVE WE BEEN AND WHERE SHOULD WE GO?

*Alicia L. Salvatore, DrPH, MPH, University of Oklahoma; Jordan B. Hearold, MPH(c), University of Oklahoma; Rachel R. Erkenbeck-Hart MLS, MPH(c), University of Oklahoma; Valerie Blue Bird Jernigan, DrPH, MPH, University of Oklahoma*

Community-based participatory research (CBPR) is widely recognized as an appropriate and valuable strategy for studying and addressing health inequities. CBPR with American Indian, Alaska Native and Native Hawaiian communities has increased substantially over the past few decades, however, no studies have systematically examined this literature. We will present findings from a systematic review of 67 CBPR studies with American Indian, Alaska Native and Native Hawaiian communities. We evaluated community participation using Green et al.'s Guidelines for Assessing Community Participation and the outcomes yielded. We investigated whether the level of community participation or community characteristics were related to study outcomes or community benefit. We will offer recommendations for the next generation of CBPR with American Indian, Alaska Native and Native Hawaiian communities.

### CONTROLLING TUBERCULOSIS IN RECENT IMMIGRANT AND REFUGEE POPULATIONS: PARTICIPATORY DESIGN OF PICTURE-BASED MATERIALS

*Xanthi Scrimgeour, MEd, MCHES, CommunicateHealth, Inc.; Stacy Robison, MPH, MCHES, CommunicateHealth, Inc.*

Controlling tuberculosis (TB) is a global priority for public health. In 2012 in Massachusetts, 87 percent of all reported TB cases occurred in people born outside of the United States. Latent TB infection (LTBI) presents additional challenges – since people can have the infection and not feel sick. If left untreated, LTBI can progress to TB disease. CommunicateHealth is working with the Massachusetts Department of Public Health (MDPH) to create a series of materials and messages that educate newly arrived refugees and immigrants about LTBI, motivate them to get tested, and if positive, treated. To develop the materials, CommunicateHealth undertook a user-centered design (UCD) process – involving users in the design and development of picture-based products.

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# CONFERENCE ABSTRACTS

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## **C5: BLAZING A TRAIL FOR HEALTH EDUCATION AND HEALTH PROMOTION: YOU, YOUR CHAPTER & YOUR COMMUNITY (ETA SIGMA GAMMA SESSION)**

Room: Grand Ballroom I

### **STUDENTS WORKING WITH A COMMUNITY BASED HEALTH CLINIC**

*Jessica Kruger, MSHE, University of Toledo; Alexis Blavos MEd, MCHES, University of Toledo; Bethany Deakins, MPH, University of Toledo*

There are many gaps in health care services for the underinsured and uninsured. With the help of the Affordable Care Act along with other services this gap is beginning to be filled. Eta Sigma Gamma Iota chapter is realizing this vision by using health education to bridge the gap in services at a community clinic. Health care faculty and future health care professionals from the University of Toledo staff this community-based clinic. This presentation will provide participants with information on how to go about starting a clinic focusing on health education for the underserved in their community, provide real life cases for audience participation, and an outline of future plans to integrate more community collaborators.

### **SEXTING BEHAVIORS AND CONSEQUENCES AMONG SELECTED SOUTHERN UNDERGRADUATES**

*Heather Hudson, PhD, MPH, CHES, University of Central Arkansas; Alexandra Marshall, PhD, MPH, CPH, CHES, University of Arkansas for Medical Sciences*

**BACKGROUND:** The purpose of this study was to assess sexting behaviors and health consequences of sexting behaviors among selected Southern undergraduates. **THEORETICAL BASIS:** Social Cognitive Theory **HYPOTHESIS:** Students experience more positive health consequences related to sexting than negative. Positive consequences reinforce sexting. **METHODS:** At a mid-sized, Southern university, 469 students completed the 100-question instrument. Data was analyzed through a series of descriptive statistics, t-tests, Spearman's Rho correlations, and regression analysis. **RESULTS:** Several predictors of current sexting behavior were identified. **CONCLUSION:** Young adults will sext as long as their experience is positive. **IMPLICATIONS:** The topic of sexting should be implemented into the curricula in undergraduate health and sexuality courses to help prevent young adults from potential negative consequence of sexting.

### **MOTIVATIONAL INTERVIEWING FOR HEALTH EDUCATORS: AN INNOVATIVE STRATEGY TO ADDRESS PRIORITY HEALTH ISSUES**

*Keely Rees, PhD, MCHES, University of Wisconsin La Crosse; Emily Whitney, PhD, MCHES, University of Wisconsin La Crosse; Anders Cedergren, PhD, CHES, University of Wisconsin La Crosse*

Motivational interviewing (MI) is an evidence-based, theory driven strategy utilized to support individuals and help them strengthen their own motivation and commitment to a specific health behavior change. Grant monies were utilized to train faculty in MI through the Motivational Interviewers National Network (MINT). The purpose of implementing this course is to provide specific training in Motivational Interviewing for the Health Educator working in clinical, worksite, and community settings. The results from the course indicated that the health educators in training were proficient at using MI to elicit behavior change with the clients in their various health settings. Motivational interviewing is an important tool that should be further explored in the context of health education and health promotion.

### **WIN-WIN SITUATIONS FOR THE GAMMAN AND ESG CHAPTER SPONSOR**

*Kelly Wilson, PhD, MCHES, Texas A&M University; Liliana Rojas-Guyler, PhD, CHES, University of Cincinnati*

This presentation will focus on planning ESG Chapter teaching, research, service and/or advocacy activities which create a win-win for both Gammans and Chapter Sponsors. Participants will consider crafting goals and objectives which may lead to award winning activities. Gammans will carefully contemplate how learning objectives can guide annual reports or award nominations/applications. The Chapter Sponsor will deliberate how local ESG activities can be reported to University Administrators and/or accrediting bodies as high impact activities on campus. Gammans and Chapter Sponsor will leave this presentation motivated to use their local objectives to guide the rest of the Chapter development process – resulting in an overall win-win for Eta Sigma Gamma, local Chapters, Gammans and Sponsors!

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## **PLENARY SESSION IV**

**1:00PM – 2:00PM**

Room: Grand Ballroom I

### **HEALTH EDUCATION TECHNOLOGY IN THE 21ST CENTURY**

*Lorien C. Abrams, ScD, MA, George Washington University*

This session will discuss the increasingly valuable role of technology in health education and health promotion. Dr. Abrams will provide an overview of the latest innovative technology applications that can lead to significant improvements in health behaviors of individuals and communities. The challenges, limitations and ethical issues of increased integration of such technologies into health behavior interventions will also be addressed.

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## **CONCURRENT SESSIONS D**

**2:15PM – 3:45PM**

### **D1: UNITED FOR HEALTH: LEARNING FROM STATEWIDE PRACTICE AND POLICY INITIATIVES**

Room: Grand Ballroom I

#### **PARTNERING TO ENHANCE SAFE SLEEP EDUCATION: INDIANA'S APPROACH**

*Theresa Hunter, MPH, MS, Indiana State Department of Health; Shaleea Mason, BSN, RN, Indiana State Department of Health*

The Indiana State Department of Health- Maternal and Child Health Division is dedicated to decreasing the rate of infant mortality in Indiana. In order to address the issue of infant mortality, the Indiana State Department of Health has made improvements in the accessibility and quality of safe sleep education. This Indiana Safe Sleep program is unique because it is a partnership between the Indiana State Department of Health, the Department of Child Services, and local community agencies. This abstract seeks to showcase how Indiana implemented this program and the successes that have been made in reducing infant mortality and sleep-related deaths in Indiana.

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# CONFERENCE ABSTRACTS

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## FOSTERING INTERAGENCY COLLABORATION THROUGH THE ADMINISTRATION OF THE PA YRBS/YTS

*Sophia Allen, MBA, Pennsylvania Department of Health; Erin Anderson, BS, University of Maryland; Jennifer Keith, MPH, CPH, Public Health Management Corporation*

The Pennsylvania Departments of Health (DOH) and Education (PDE) undertook a partnership to effectively administer the statewide Healthy PA Youth Survey, a comprehensive survey with two modules: the Youth Risk Behavior Survey (YRBS) and the Youth Tobacco Survey (YTS). Federal funding has been designated to facilitate collaboration and administration of the survey and establish a single, coordinated process to provide student health data, with minimal burden on schools. The collaborative efforts to collect data from a coordinated sample of Pennsylvania schools will result in a more effective description of risk behaviors and school health policies and practices. Ultimately, findings will improve program development, inform funding decisions, facilitate program monitoring, and support health-related policies and legislation. Lessons learned from coordinated survey implementation can inform future partnerships.

## TECHNICAL ASSISTANCE NEEDS ACROSS A MULTI-STATE SAMPLE OF CHILDCARE CENTERS: THE NATIONAL EARLY CARE AND EDUCATION LEARNING COLLABORATIVE PROJECT

*Dan Schober, PhD, MPH, Gretchen Swanson Center for Nutrition; Marcella Miller, BA; Catherine Plumlee, MPH, Gretchen Swanson Center for Nutrition; Allison Gertel-Rosenberg, MS, The Nemours Foundation; Debbie Chang, MPH, The Nemours Foundation; Julie Shuell, MPA, Nemours Office of Policy and Prevention; Amy Yaroch, PhD, Gretchen Swanson Center for Nutrition*

The National Early Care and Education Learning Collaboratives Project involves five in-person Learning Sessions with other centers, action planning, and technical assistance for implementing policies and practices related to obesity prevention. This presentation describes the technical assistance needs of childcare centers (N= 474) across six states. Trainers documented each TA interaction they had across the five-session period. TA included giving feedback (45% of interactions) and sharing resources (35%). Staff training and modeling were reported in only 9% and 3% of interaction, respectively. Overall, ECE programs that received frequent TA interactions had lower scores on baseline self-assessments but demonstrated change at the same rate as ECE programs that received low levels of TA interactions. Implications for the provision of TA and future directions are discussed.

## ORGANIZATIONAL FACTORS ASSOCIATED WITH THE IMPLEMENTATION OF EVIDENCE-BASED PUBLIC HEALTH INTERVENTIONS IN LOCAL HEALTH DEPARTMENTS IN NEBRASKA

*Janelle Jacobson, PhD, MPH, CHES, State University of New York*

Interest has been increasing in the areas of translation, dissemination and implementation of public health evidence-based interventions among researchers, policy makers and public health practitioners. The purpose of this study is to examine the influence of environmental/institutional factors, innovation characteristics, and top manager characteristics in EBPH implementation, using Institutional Theory and Diffusion of Innovation Theory. This qualitative study utilized interviews with Nebraska local health department (LHD) directors and staff. The findings

of this study may be helpful to policymakers, public health practitioners, researchers and other stakeholders in understanding the process and implications of EBPH use in LHD settings, specifically in a rural setting.

## STATEWIDE HEALTH IMPROVEMENT PROGRAM (SHIP) IN MINNESOTA— BRIDGING THE COMMUNITY THROUGH POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE; EVIDENCE BASED STRATEGIES PUT TO THE TEST

*Allison Heinzeller, BS, Minnesota Department of Health; Cherylee Sherry, MPH, Minnesota Department of Health; Katherine Mackedanz, MPH, Todd County Health & Human Services; Kristin Erickson, MS, RN, PHN, PartnerSHIP 4 Health*

This session explores the successes and lessons learned from the Statewide Health Improvement Program in Minnesota. SHIP creates infrastructure in communities for increasing the ability to be active as well as increasing access to healthy foods and decreasing tobacco exposure. This session will explore three primary examples of evidenced based practice put to work in communities in Minnesota. The examples include the Choose Health Project that has piloted a new process to screen and refer food insecure families; a community supported agriculture (CSA) as a partner to increase access of fresh fruits and vegetable to the senior population in rural Minnesota; and a healthcare referral system that increases connectivity to the community and increases quality of care. Examples are replicable and sustainable.

## D2: FOCUS ON DIET AND HEALTH

**Room: Galleria North**

### BENEFITS AND BARRIERS TO PHYSICAL ACTIVITY AMONG COLLEGE STUDENTS

*Amanda L Divin, PhD, CSCS, Western Illinois University; Weston S Kensinger, PhD, CHES, Penn State Harrisburg*

Physical Activity (PA) is particularly important during the college years, as habits formed during this time may persist throughout the lifespan. In order to help college students become more active, their perceptions of the benefits of and barriers to PA must be considered in designing interventions. This presentation will discuss common barriers to PA among college students, ways to overcome those barriers, and how to emphasize what students see as benefits of PA in order to design effective interventions.

### THE CONCEPTUAL CHANGE MODEL IN PRACTICE: A DISCUSSION OF ITS APPLICATION IN A CULTURALLY APPROPRIATE FOOD SAFETY INTERVENTION

*Margaret Siebert, MS, University of New Mexico; Christina Perry, PhD, University of New Mexico*

This presentation will share the methods and findings of a food safety intervention using the conceptual change model to improve food safety knowledge, efficacy, and food handling skills for a sample Hispanic and Native American families living in New Mexico. Particular attention will be given to the benefits and challenges of working with diverse families and designing a culturally tailored food safety intervention. Researchers will present curriculum examples, activities, video clips, and other artifacts of the intervention classes. Following the presentation there will be an open discussion of how other researchers and practitioners can use the conceptual change model in the field.

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# CONFERENCE ABSTRACTS

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## FRUIT & VEGETABLE INTAKE & FOOD INSECURITY AMONG AFRICAN AMERICAN OLDER ADULTS

Angelia Paschal, PhD, *The University of Alabama*; Wanda Burton, MS, *The University of Alabama*; Ashley White, MPH, *The University of Alabama*; Jen Nickelson, PhD, RD, *The University of Alabama*

Food insecurity (FI) is an ongoing national problem. African American (AA) older adults are particularly at risk, with FI rates being significantly higher than that of whites. One of the objectives of Healthy People 2020 specifies that efforts be made to reduce FI in American households. Reducing health disparities is also another public health goal. This study addressed these concerns. Interviews were conducted with 40 AA older adults to increase understanding of the scope of FI and related issues in the AA population. Results indicated that FI was an issue and that various factors were associated with different levels of FI. Suggestions for addressing FI from the perspectives of AA older adults were noted. Implications for further research and health promotion strategies are discussed.

## D3: ADVANCING HEALTH EQUITY AMONG LGBT POPULATIONS

Room: Salon I – III

### SUBSTANCE USE OF LESBIAN, GAY, BISEXUAL AND HETEROSEXUAL COLLEGE STUDENTS: BRIDGING RESEARCH AND PRACTICE WITH TARGETED STRATEGIES FOR CHANGE

Dianne Kerr, PhD, MCHES, *Kent State University*; Kele Ding, PhD, *Kent State University*; Amanda Burke, MA, MEd, CHES, *Kent State University*; Julie Chaya, MA, *Kent State University*; Katherine Ott-Walter, PhD, *James Madison University*

Alcohol, tobacco, and other drug (ATOD) use is especially common among lesbian, gay, and bisexual (LGB) college students who often experience more negative consequences from alcohol use than heterosexual students. The results of a study using preexisting National College Health Assessment data assessing ATOD use in the past 30 days, year, and lifetime will be presented. Findings revealed bisexual college students had greater odds of ATOD use than other students; bisexual women had the highest levels of use. LGB students had more serious consequences due to alcohol use. Campus health promoters need to address ATOD use among sexual minorities through targeted programming efforts. Session participants will discuss efforts to improve the campus climate and health promotion efforts with regard to ATOD use of LGB students.

### CREATING THE LGBTQ CAMPUS CLIMATE ASSESSMENT: UTILIZING HEALTH EDUCATOR COMPETENCIES

Frederick Schulze, DEd, MCHES, *Lock Haven University*

This presentation is designed for university and community health education professionals in the beginning process of developing and implementing a multicultural campus climate assessment with a major emphasis on the issues associated with gay, lesbian, bisexual, transgender and queer students. The basic overview of how to assess campus climate with minimal resources will be mixed with practical advice. The session will review survey formats, campus climate readiness and pitfalls associated with the process. Participants will be encouraged to review their unique campus and community challenges.

## EXPLORING BEST PRACTICES FOR IMPROVING LGBT CULTURAL COMPETENCY AMONG PUBLIC HEALTH STUDENTS: THE TULANE SOCIETY FOR SEXUALITY, HEALTH, AND GENDER (TSSHAG)

Jennifer Lauren Glick, MPH, PhD(c), *Tulane University*

The majority of public health students are ill-equipped to incorporate issues of gender and sexuality in public health practice. The Tulane Society for Sexuality, Health, and Gender (TSSHAG) aims to increase the relevant cultural competency of public health students and offer a best practices model for University settings. TSSHAG components include: 1) monthly seminars; 2) school wide needs assessment; 3) advocacy for increased gender and sexuality curricula content; 4) online fora for resource sharing; and 5) social events to build community. Over 100 students attended initial events, many citing the information was relevant to their work and they would not have gotten it elsewhere. While 28% of students felt they were prepared to think critically about these issues, only 4% of faculty (n=22) agreed.

## HEALTH AND SAFETY DISPARITIES BETWEEN TRANSGENDER AND CISGENDER COLLEGE STUDENTS IN THE U.S., SPRING 2010

Lisa Lindley, DrPH, MPH, CHES, *George Mason University*; Michael Mink, PhD, *Southern Connecticut State University*

Limited research has compared the health and safety concerns of transgender and cisgender college students in the U.S. We conducted a secondary analysis of the American College Health Association's Spring 2010 National College Health Assessment-II survey data. We restricted the sample to include students who attended 4-year institutions in the U.S. and reported their gender (n=79,056). A total of 161 students identified as transgender. We compared demographic characteristics, and the health and safety outcomes, of cisgender and transgender students. Significant differences were reported in several demographic characteristics, and transgender students, particularly those who experienced discrimination, reported significantly more health and safety risks than cisgender students. Results may be used to inform programs and policies that promote the health and safety of transgender college students.

## D4: OPTIMIZING MEN'S HEALTH

Room: Galleria South

### PROSTATE CANCER IN INDIAN COUNTRY: LUMBEE MEN SPEAK OUT

Sarah Langdon, MPH, CHES, *Wake Forest School of Medicine*; Ronny Bell, PhD, MS, *Wake Forest School of Medicine*; Stan Knick, PhD, *University of North Carolina at Pembroke*

Background: In North Carolina, American Indian men are 50% more likely to die from prostate cancer than non-Hispanic whites. Objective: Increase awareness about prostate cancer and screening recommendations among AI men via culturally-appropriate health education. Intervention/ Methods: A documentary, "Prostate Cancer in Indian Country: Lumbee Indian Men Speak Out", was developed to share the experiences of Lumbee prostate cancer survivors. Results: Common themes: importance of coping mechanisms; lack of communication among male family members regarding family history/risk and screening; and encouraging men to get screened. The documentary has been widely distributed across the target community and NC. Anecdotal evidence from viewings describes increased prostate cancer and screening knowledge. Conclusion: Utilizing a culturally-tailored strategy improves the health literacy of the Lumbee community with regard to prostate cancer.



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# CONFERENCE ABSTRACTS

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## MEN ACCESSING AND LEARNING TO ENGAGE IN HEALTH ENHANCING AND LEARNING PROGRAMS: DEVELOPMENT AND TESTING OF A CONCEPTUAL MODEL REGARDING ACCESS TO HEALTH CARE AND PUBLIC HEALTH IMPLICATIONS

*James Leone, PhD, MPH, MS, LAT, ATC, CSCS, CHES, FMHI, Bridgewater State University; Shan Mohammed, MD, MPH, Northeastern University; Elizabeth Mullin, PhD, AASP-CC, CSCS, Springfield College; Michael Rovito, PhD, MA, University of Central Florida*

Men experience worse health outcomes than women in the U.S. Understanding what precludes men from accessing healthcare in a timely manner is important to design public health interventions and programs that encourage participation in the healthcare system. Using a theory-driven, mixed methods approach, we sought to devise a theory-based, empirically supported conceptual model. We found that traditional gender norms, such as masculinity and gender role strain appear to have more of an influence as to whether or not men access healthcare. The latter runs contrary to the often cited resource barriers (i.e. time, money, convenience) public health often uses when planning outreach efforts. We advocate that using the evidence from this model may assist public health practitioners in planning meaningful programs and interventions for men.

## "MY DAD NEVER TALKED TO ME ABOUT SEX"- FEASIBILITY OF A SEXUAL RISK COMMUNICATION PROGRAM FOR AFRICAN AMERICAN FATHER-SON DYADS.

*Jillian Baker, DrPH, EdM, La Salle University; George James, LMFT, Council for Relationships; Yzette A.I. Lanier, PhD, University of Pennsylvania; Jennifer M. Stewart, PhD, RN, Johns Hopkins University School of Nursing; Madonna Delfish, MPH, La Salle University; Janel Fletcher, BA, MPH(c), La Salle University; Onumara Opara, BS, Maternity Care Coalition*

Focus groups were conducted with African American fathers and their sons to collect qualitative and quantitative data about individual, family, and contextual factors that influence sexual behaviors among adolescent males. We explored the degree to which African American fathers influence sons' beliefs, intentions, and participation in risky sexual behaviors. Consistent with the Theory of Planned Behavior, focus groups and questionnaires identified African American male adolescents' salient behavioral beliefs, normative beliefs, and control beliefs relevant to sexual risk behaviors. In addition, factors that facilitated or hindered father-son sexual risk communication were discussed and how this communication influences beliefs and behaviors of male youth. Our research supports the development of a sexual risk communication program for African American father-son dyads in urban communities.

## INCREASING TARGETED BEHAVIORAL HIV PREVENTION STRATEGIES FOR HIGH-RISK YOUNG MEN WHO HAVE SEX WITH MEN AT URBAN COLLEGES AND UNIVERSITIES.

*Jean Breny, PhD, MPH, Southern Connecticut State University; Michael Tweedie, MPH(c), Southern Connecticut State University*

New infections of HIV occur among young men who have sex with men (YMSM) more than any other population. Rates of HIV testing particularly among YMSM continue to be low. Using a mixed method approach, the study aimed to better understand attitudes and knowledge among YMSM regarding HIV transmission and testing and HIV messaging. Through qualitative interviews and short surveys conducted with 30 college-aged YMSM. Simple frequencies were used to analyze survey results. The results indicate that YMSM are minimally aware of their HIV-risk behavior and that HIV still viewed with great stigma and participants

would like to see prevention messages via social media and campus-wide messaging. The results will strengthen the outreach and health promotion provided by university-based health centers.

## D5: INTEGRATING ADVOCACY METHODS INTO PROFESSIONAL DEVELOPMENT PREPARATION PROGRAMS

Room: Forum Suite

### FACULTY EDUCATING FOR ADVOCACY: STRATEGIES FOR DEVELOPING ADVOCACY KNOWLEDGE AND SKILLS AMONG STUDENTS

*Michael Barnes, PhD, MS, MCHES, Brigham Young University; Marlene Tappe, PhD, MCHES, Minnesota State University; Jeff Goodman, MPH; Amy Thompson, PhD, MEd, University of Toledo*

Advocacy-related knowledge and skills are critical competencies for students in health education and public health. Faculty from four universities will present a variety of approaches designed to help students develop and apply advocacy-related knowledge and skills. The first faculty member will present classroom-based teaching and learning strategies to prepare students for visits with elected officials at the state, local, and national level. The second professor will describe a sequential teaching and learning activities designed to enable students to create materials (fact sheets, talking points, buttons, public service announcements, newsletter articles, letters to policymakers or editors), practice (elevator speeches), and engage in advocacy activities (Facebook and Twitter posts) focused on a single, personally relevant topic. The third presenter will discuss the use of service learning to engage students in advocacy for health and health education. The fourth presenter will present strategies for the engagement of student organizations such as Eta Sigma Gamma in advocacy activities. In the final segment of this session, the moderator will facilitate a discussion in which session participants will be given an opportunity to exchange additional unique and innovative strategies for developing advocacy knowledge and skills among students.

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## CONCURRENT SESSIONS E

**4:00PM – 5:30PM**

### E1: WORKFORCE DEVELOPMENT: PREPARING THE FUTURE GENERATION OF HEALTH WORKERS

Room: Salon I – III

#### CULTURE, DIVERSITY, AND HEALTH OF THE ASIAN INDIANS

*Naveen Mehrotra, MD, MPH, SKN Foundation; Robyn D'Oria, MA, RNC, APN, Central Jersey Family Health Consortium*

With increasing diversity in the U.S. population and strong evidence of disparities in health care, it is critically important that health care professionals are specifically educated on how their own and their patients' demographic (e.g., gender, income, race and ethnicity, etc.) and cultural (e.g., language, religion, etc.) factors influence health, health care delivery and health behaviors. Enhancement of cross-cultural skills, such as those relating to history-taking, problem solving and promoting patient compliance. The role of a patient's culture is fundamental to medical care and we need to adapt our approach and more effectively engage our patients in our everyday practice. This program will provide practical skills and understanding to healthcare providers about the Asian Indians and their health beliefs to improve care and compliance.

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# CONFERENCE ABSTRACTS

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## FACTORS AFFECTING MINORITY PUBLIC HEALTH EDUCATION STUDENTS' PARTICIPATION IN STUDY ABROAD ACTIVITIES AND GLOBAL HEALTH CAREERS

*LaHoma Smith Romocki, PhD, MPH, North Carolina Central University; Olivia Metzger-Jones, PhD, North Carolina Central University*

The worldwide health care worker shortage has never seemed more threatening than in recent months. The U.S. government plays a significant role in strengthening the global health workforce which includes public health educators. Ironically, while the U.S. promotes more inclusive programs to address health worker shortages in other countries, minority Americans are only marginally represented in the ranks of U.S. global health program staff. A qualitative research study was conducted to assess factors related to the pursuit of global health careers among students attending a minority serving institution. Investing in and scaling up efforts to include minorities who have the requisite skills to join the ranks of the global health workforce team should be a priority and serves the long term interests of the nation.

## THE EXPANDED ROLE OF HEALTH EDUCATION IN HIV WORKFORCE DEVELOPMENT IN LOS ANGELES COUNTY

*Disly Juarez, MPH, Los Angeles County Department of Public Health*

**Objective:** Health educators use mixed pedagogical methods to train HIV providers, incorporating evidence-based practices, rapid- HIV testing skills, behavioral- counseling and quality assurance measures. **Background:** HIV testing and the use of evidence-based health education are crucial components in reducing HIV transmission. Furthermore, quality assurance measures improve HIV health outcomes. **Methods:** The LAC Health Education Unit (HEU) offer providers skills in rapid- HIV testing, alongside behavioral-counseling skills. Quality assurance measures are implemented through assessments and follow-up. **Results:** From 2011- 2013, 2,500 providers were trained, generating over 350,000 HIV tests, with approximately 4,000 new HIV positives diagnosed. Ninety-nine percent of providers reported increased knowledge and skills. **Conclusion:** Using a comprehensive pedagogy, including quality assurance measures increases provider efficacy and supports HIV efforts.

## E2: COMMUNITY BASED HEALTH PROMOTION AND DISEASE PREVENTION

**Room:** Galleria North

### ADVOCACY GROUPS TO FOSTER BRAINSTORMING AND EMOTIONAL FUNCTIONING IN CHILDREN WITH TYPE I DIABETES

*Laura Nabors, PhD, University of Cincinnati; Rebecca Elkins, MS, University of Cincinnati; Jessica Kichler, PhD, Cincinnati Children's Hospital Medical Center*

This presentation reviews findings from children's advocacy groups conducted at a diabetes camp. Over 140 children (8-12 years) attended advocacy groups (5-6 children per group). Children were instructed to develop a skit/role play to express a problem related to their diabetes and how they might resolve it by "sticking up for myself and my diabetes." Data were children's notes about what they discussed. Children often elected to present skits about negative experiences with peers. They discussed issues related to taking care of their diabetes on the playground and in the classroom. One goal was to, "let people know it is no fun having diabetes." Allowing children to work together was an empowering strategy that made advocacy time a fun and productive practice initiative.

## MOTHER TO CHILD TRANSMISSION OF HIV: DISSECTING THE INFLUENCE OF INDIVIDUAL AND COMMUNITY-LEVEL FACTORS ON PRE-TEST COUNSELING

*Marguerite Sagna, PhD, Grand Canyon University*

The objective of this study is to examine individual- and contextual-level factors that are associated with the receipt of HIV pre-test counseling during the antenatal care period in Swaziland, a country highly burdened by HIV/AIDS. A restricted sample of 1,788 women age 15-49 with a live birth in the past five years preceding the survey and who received antenatal care for the most recent birth was used to explore factors associated with disparities in HIV pre-test counseling. The findings revealed that the occurrence of prenatal HIV pre-test counseling among expecting mothers is affected by multiple factors both at the individual and contextual level.

## TRAINING PROMOTORES DE SALUD TO PREVENT EARLY-CHILDHOOD TOOTH DECAY IN LOW-INCOME LATINO CHILDREN

*Kristen Holtz, PhD, KDH Research & Communication; Nicole Wanty, MAA, KDH Research & Communication; Rosa Steen, MPH, KDH Research & Communication*

Compared to other demographic groups, low-income Latino children experience disproportionate rates of childhood tooth decay (ECC) and associated physical, psychosocial, and economic consequences. Dientes Fuertes, Vida Sana (DFVS) is a promotores de salud (promotors) training program to prevent ECC in this population, which utilizes the promotores intervention model to promote behavior conducive to ECC prevention at home. To evaluate the effectiveness of the DFVS prototype, we used a two-group, pretest/post-test quasi-experimental approach. We hypothesize that promotores exposed to the prototype will demonstrate gains in ECC prevention knowledge, positive attitudes, self-efficacy, and intentions to conduct outreach to Latino parents. Findings suggest the prototype increases promotores' self-efficacy and intentions. Further, the findings highlight the potential of promotores programs to effectively address health disparities experienced by Latinos.

## MODELED BEHAVIOR: AN ACTIVE APPROACH TO ADDRESSING TEEN PREGNANCY

*Keri McDonald Pridgeon, BS, MPH, CHES, Mercer University; Kimberley Broomfield-Massey, BS, MS, PhD, EMSTAR Research; Christyl Wilson, BS, Georgia State University; Scot Seitz, BS, Georgia State University*

The Teen Health Project (THP) is an evidence-based community-level intervention designed to reduce risky sexual behavior among adolescents. A fundamental component of THP is the youth-driven Leadership Council. This Leadership Council meets weekly for 6 months to plan and implement activities that promote positive messages about sexual health and pregnancy prevention. These messages are emphasized through the use of social media, public service announcements, short films, paraphernalia and community-wide events. The presenters will display activities designed by the youth and highlight the benefits of the youth-led Leadership Council. Qualitative and quantitative data will be presented to further elucidate the positive impact of the Leadership Council.

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# CONFERENCE ABSTRACTS

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## **E3: TOOLS OF THE TRADE: TECHNOLOGY IN HEALTH EDUCATION TRAINING**

Room: Grand Ballroom I

### **WEBINARS: ARE THEY WORKING?**

*Ann Ussery-Hall, MPH, CHES, National Association of Chronic Disease Directors*

Health education has changed this century because of changes in technology and communications. Webinars have become a common method for training, technical assistance, and workforce development. The National Association of Chronic Disease Directors (NACDD) conducts three-month follow-up of their webinars to measure longer-term outcomes. A chi square analysis is done to measure correlations between an immediate increase in knowledge and behavior post-webinar. This presentation will provide a description of that process and the data collected. Recommendations will be made about improving the utility of webinars for health education, and using webinar evaluations to further their benefit. The presenter will suggest how health educators can use additional methods of health education in combination with webinars to enhance their effectiveness and increase their impact on health behaviors.

### **OSNAP ONLINE: OFFERING AFTERSCHOOL PROVIDERS WEB-BASED TRAINING, EVALUATION TOOLS, AND RESOURCES TO CREATE OPPORTUNITIES FOR PHYSICAL ACTIVITY AND HEALTHY FOODS AND BEVERAGES**

*Catherine Giles, MPH, Harvard School of Public Health; Angie Cradock, ScD, Harvard School of Public Health; Rebekka Lee, ScD, Harvard School of Public Health; Shaniece Criss, MPH, Harvard School of Public Health; Erica Kenney, ScD, Harvard School of Public Health; Jessica Barrett, MPH, Harvard School of Public Health; Steven Gortmaker, PhD, Harvard School of Public Health*

This session introduces interactive, online tools and resources from the Out of School Nutrition and Physical Activity (OSNAP) Initiative to help afterschool program staff learn how to create policies and environments that support physical activity and healthy nutrition practices. The OSNAP distance learning course and [osnap.org](http://osnap.org) website include opportunities for afterschool program staff to share strategies with one another, as well as receive specific, individualized recommendations for action steps to address areas for improvement.

### **UIABC: A WEB-BASED INTERVENTION TO ENHANCE HEALTH EDUCATION EFFORTS ADDRESSING BREAST CANCER**

*Sonia Lopez, MPH, University of Illinois Extension; Veronica Aranda, MPH, University of Illinois Extension*

The U and I Aware of Breast Cancer (UIABC) online course is a model for health educators who wish to explore the utility of technology to enhance programming efforts. The UIABC online course replicates a theory-driven face-to-face health education program offered throughout the Chicagoland area. Although there are many breast cancer online courses, most target women already diagnosed with breast cancer. UIABC and other similar online health education programs have the potential to minimize challenges that commonly arise in face-to-face settings, allowing for the expansion of reach to new populations. As society's reliance on technology and social media grows, so do the opportunities to engage participants in online health education programming.

### **CHANGING THE TIDE: TRANSLATING EVIDENCE-BASED INTERVENTIONS INTO E-LEARNING TRAINING TOOLKIT FOR THE HIV PREVENTION WORKFORCE**

*Rhondette Jones, MPH, CDC Division of HIV/AIDS Prevention; Kathleen Green, PhD, CDC Division of HIV/AIDS Prevention*

Using web-based training technology to train HIV providers represents a shift from the traditional classroom training format. The HIV prevention workforce is currently experiencing shrinking resources, travel restrictions and limited staff time permitted away from the office. In response, CDC's Division of HIV/AIDS Prevention Capacity Building Branch, translated five evidence-based medication adherence behavioral interventions into a media-rich, interactive e-learning toolkit. This toolkit, Every Dose Every Day, includes four, accredited, e-learning modules and a mobile application. This toolkit was created from evidence-based behavioral interventions found to improve HIV adherence among persons living with HIV and is designed to provide tools and resources that HIV providers (health educators, nurses, doctors and pharmacists) can utilize to support maximum medication adherence among persons living with HIV.

## **E4: WOMEN'S HEALTH: WELLNESS PROMOTION AND DISEASE PREVENTION INITIATIVES**

Room: Galleria South

### **BUILDING CHW ADVOCACY SKILLS TO ADDRESS HEALTH DISPARITIES: THE WOMEN'S HEALTH LEADERSHIP INSTITUTE**

*Susan Kunz, MPH, Mariposa Community Health Center*

The Women's Health Leadership Institute (WHLI) promotes CHW advocacy skills. Twenty CHWs/ CHW Supervisors from diverse racial, ethnic and geographic backgrounds were trained across all ten Public Health Regions. Eighteen Master Trainers subsequently trained 388 CHWs across the country, including two special populations (American Indian/ Alaska Native Community Health Representatives/CHRs and Pacific Islanders). Participants showed statistically significant improvement in four competencies and reported increased leadership roles and networking with others for community change. On a national level, WHLI participants were significantly more likely to engage in leadership activities. The WHLI can be applied to a variety of groups and health issues.

### **FILLING THE GAPS IN WOMEN'S OSTEOPOROSIS KNOWLEDGE AND BEHAVIORS**

*Susan Roberts-Dobie, PhD, University of Northern Iowa; Mary Losch, PhD, University of Northern Iowa*

To slow the rising incidence of osteoporosis, stronger interventions focused on preventive behaviors and early identification of risk factors are needed. The aims of this study were to assess rural women's knowledge, health beliefs, attitudes and current behaviors related to bone density changes, osteoporosis risk, screening and treatment. Participants (634) were selected by random digit dialing within Iowa area codes. One in six women were unable to name a single risk factor for osteoporosis. Responses to the OHBS overall were positive, indicating that respondents have few barriers to a lifestyle that supports osteoporosis prevention. Results indicate a wide range of behaviors among the respondents and differences between sub-groups. Differences in individual items that may be helpful to consider when developing educational materials will be discussed.

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# CONFERENCE ABSTRACTS

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## **E5: CONTEMPORARY HEALTH ISSUES AMONG YOUNG ADULTS**

Room: Forum Suite

### **SEX DIFFERENCES IN STRESS AND COPING AMONG COLLEGE STUDENTS**

*Chris Eisenbarth, PhD, MS, MCHES, Weber State University*

Stress is a major issue for college students and the college years are considered one of the most stressful periods of a person's life. Sex differences in coping and perceived stress were studied in sample of undergraduate students (N = 411) using a cross-sectional, self-report format. MANOVA results indicated that men engage in significantly more frequent use of humor, whereas women utilize significantly more emotional- and instrumental support to cope with stress. Regression analysis, controlling for sex, revealed that active coping, denial, behavioral disengagement, and self-blame were significant coping predictors of perceived stress. Health practitioners can use this information to help students to cultivate useful strategies to manage perceived stress, avoid maladaptive coping strategies, while being sensitive to sex differences.

### **PERFORMING HEALTH EDUCATION: APPLYING RESEARCH POETICS TO ADOLESCENT SEXUAL HEALTH INTERVENTIONS**

*Tracy Nichols, PhD, University of North Carolina at Greensboro; Regina Pulliam, MPH, University of North Carolina at Greensboro; Olivia Jackson-Lewis, BS, University of North Carolina at Greensboro*

This presentation details the development and implementation of an innovative approach to adolescent sexual health education. Using poetic transcriptions (a form of research poetics that recreates responses to interview questions into poetic form), a staged dramatic reading that focused on mother-daughter communication and adolescent sexuality was videotaped. Intervention protocols that incorporate the videotape were developed for use in an adolescent pregnancy prevention program. Protocols emphasized common issues in mother-daughter communication and highlighted effective strategies for increasing positive communication. The videotape served as triggers to more in-depth discussion and role-play activities. This presentation provides an overview on the use of research poetics, details the development of the poetic transcriptions, the videotaped dramatic readings, and the delivery of the protocols, and shows sample videotape clips.

### **THE CLINIC IS OPEN BUT NO ONE SHOWS UP: TEACHING SEXUAL HEALTH PROMOTION SKILLS TO YOUTH LEADERS IN A HIGH-RISK URBAN COMMUNITY**

*Lori Bokowy, MEd, CHES, University of Wisconsin Milwaukee; Paul Florsheim, PhD, University of Wisconsin Milwaukee; Megan Howard, MS, University of Wisconsin Milwaukee; Sharen Moore, Urban Underground; Tracey Hagedorn, Milwaukee Health Services, Inc.*

African American youth in Milwaukee experience higher rates of teen pregnancy, STIs and HIV infection than other youth. The goal of this community engaged research project was to test the efficacy of a social networking program designed to teach health leaders to recruit peers into a youth-friendly, sexual health clinic in Milwaukee. Youth health leaders (ages 15-18) participated in a social networking training focused on sexual health and access to care issues, interpersonal communication, and social media marketing. Preliminary reviews of videotaped role-play assessments suggest recruitment skill improvements, however clinic usage remained constant. Upcoming qualitative interviews with health

leaders will explore lack of program impact. Results highlight challenges and raise questions in the implementation of a social networks model for promoting sexual health among adolescents.

## **SATURDAY APRIL 25**

### **CONCURRENTS SESSIONS F**

**8:30AM– 10:00AM**

#### **F1: COMMUNITY BASED MORBIDITY AND MORTALITY REDUCTION INITIATIVES**

Room: Galleria South

##### **RELATIONSHIP EDUCATION FOR YOUNG COPARENTING COUPLES: IDENTIFYING LINKS BETWEEN PROGRAM PROCESS AND PARENTING OUTCOMES**

*Paul Florsheim, PhD, University of Wisconsin Milwaukee; Megan Howard, MA, University of Wisconsin Milwaukee; Cristina Hudak-Rosander, PhD, University of Utah; Rocio Paredes-Mora, LCSW, Community Health Centers of Salt Lake*

The Young Parenthood Program (YPP) is a brief relationship skill-building program designed to teach expectant couples how to effectively communicate as coparents. Previous research indicates that YPP helped reduce intimate partner violence and increase positive paternal engagement but did not reduce maternal depression or maternal stress as expected. To identify targets for program improvement, we examined the association between specific program processes, such as level of engagement between counselor and couple, and targeted outcomes. Results indicated that the quality of the young fathers engagement with the counselor predicted maternal depression, which was associated with maternal stress at follow up. Findings suggest an indirect association between program process, maternal depression, and maternal stress. Findings demonstrate the value of examining intervention processes related to targeted outcomes.

##### **INVOLVING COMMUNITY, ENGAGING FAMILIES: A CASE OF A SCHOOL-BASED PREVENTION EVENT TO SERVE DIVERSE STUDENT NEEDS**

*Hope Corbin, PhD, Western Washington University; Trula Nicholas, PhD, Western Washington University*

The Whole School, Whole Communities, Whole Child model recognizes the importance of serving diverse student needs by purposefully connecting children's families and the larger community to schools. This presentation describes a case study of an annual school event at a middle school serving a diverse community of students (68% free or reduced lunches). The study employed the Bergen Model of Collaborative Functioning (BMCF) as the analytical frame. Twenty-one semi-structured interviews with school and community partners were examined for themes and categorized according to the BMCF. The findings of the study suggest strengths including: use of numerous translators, addressing attendance barriers, involving a broad range of community partners and creating fun. Negative processes can be expected but learning from mistakes improved functioning and turnout over time.



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# CONFERENCE ABSTRACTS

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## AN INTERDISCIPLINARY RURAL COMMUNITY ENGAGEMENT HEALTH CARE SCREENING PROGRAM

*Janette Olsen, PhD, Idaho State University; Cindy Seiger, PT, PhD, GCS, CEEAA, Idaho State University; Debra Reiland, MS, RN, ACNS-BC, Idaho State University*

Rural outreach programs are needed to address the increase of people with diabetes. An interdisciplinary coalition, involving Public Health (PH) and University Health Professionals (UHP), developed and delivers a rural diabetes screening program. Program goals included: increase access to care in rural communities, increase prevention and decrease disease complications through screenings and risk assessments, meet clinical discipline accreditation requirements. UHP from Nursing, Pharmacy, Physical Therapy, Health Education, and Dietetics and PH designed screening procedures, educational material, assessment tools, and obtained funding. Interdisciplinary teamwork was modeled at each event. Impact and 6 months follow-up evaluations occurred for participants. Students completed evaluation after each event. This diabetes outreach program was successfully developed, delivered, is ongoing (over 2 years), and meets curricular needs for participating programs.

## BLAZING THE TRAIL FOR HEALTHIER SEXUALITY COMMUNICATION BETWEEN PARENTS AND FUTURE GENERATIONS

*Lori Reichel, PhD, MA, University of Wisconsin-La Crosse*

This presentation provides insight into the perspectives of parents with younger children, specifically in grades three through five, regarding the teaching of sexuality topics. Interviews were transcribed and coded to note emergent themes; themes included techniques parents utilized for parent-child conversations about sexuality and specific topics discussed with their children. Results posit the need for parents to process their overall understanding of past experiences for learning about sexuality, as well as techniques for talking with their children. Implications of this study include health educators needing to provide assistance for parents to increase the health behavior of effective parent-child sexuality communication. Theoretical concepts to consider for parental resources include self-efficacy, age- and developmentally appropriate knowledge, and cues to action.

## F2: FUTURE OF HEALTH EDUCATION, ADVOCACY, AND PRACTICE

**Room: Galleria North**

### TEACHING AND LEARNING HEALTH INEQUITY AS PART OF UNDERGRADUATE HEALTH EDUCATION CURRICULA

*Natalie Sampson, PhD, MPH, University of Michigan-Dearborn*

Health educators have a central role in designing, implementing, and evaluating program and policy interventions that address social determinants of health and, thus, reduce health inequities. Health inequity is not explicitly described in the National Commission for Health Education Credentialing (NCHEC)'s Seven Areas of Responsibility. Yet, there are many opportunities for aligning teaching and learning of health inequity with the training of health educators during their development of NCHEC competencies in classroom and community settings. This session has the potential to advance training of future health educators and support their contribution to systemic changes needed to reduce health inequity.

### INNOVATIVE AGENDA-SETTING PRACTICES: ADVANCING POLICY DEVELOPMENT TO PROMOTE HEALTH

*Chuck Kozel, PhD, MPH, MCHES, New Mexico State University; Anne P. Hubbell, PhD, New Mexico State University; Michael T. Hatcher, DrPH, MPH, Agency for Toxic Substances and Disease Registry; Jennifer J. McElfresh, BSPH, MPH(c), New Mexico State University*

This research provides novel directions for addressing health inequities through the use of innovative agenda-setting practices to advance policy-driven health promotion innovations. Agenda-setting is a cross-cutting theory which offers explanation of how issues move from relative unimportance to the forefront of action among the media, public, and policymakers. A bi-national interdisciplinary research team examined the agenda-setting processes and how the health policy agenda in the Healthy Border 2010 initiative was determined. The Health Promotion Agenda-Setting practice approach works to specify, prioritize problems, offer alternative solutions for increasing media exposure while setting agendas for sustained courses of action. This applied research provides direction for sustaining health promotion advocacy practices to engage diverse stakeholders that will advance policy driven change for development and improvement of health equity.

### THE EVIDENCE FOR STRUCTURAL APPROACHES TO PROMOTING HEALTH

*Lisa Lieberman, PhD, CHES, Montclair State University; Jo Anne Earp, ScD, UNC Gillings School of Global Public Health; Lawrence Green, DrPH, MPH, University of California at San Francisco; Michelle Kegler, DrPH, MPH, Emory University; Robin Mockenhaupt, PhD, MPH, MBA, Robert Wood Johnson Foundation; Shelley Golden, PhD, MPH, UNC Gillings School of Global Public Health; Amy Woodrum, BA, Robert Wood Johnson Foundation*

Public health leaders advocate adoption of broad policy, systems, and environmental approaches to promote health, including targeted health-directed modifications to environments and broad health-related efforts to alter resource distributions. A special supplement of Health Education & Behavior sought to explore the available empirical experience that substantively informs discussion about: the impact of both broad health-related and more health-directed policy and environmental approaches to improving health and reducing disparities and their prevalence and effectiveness. The session will provide an overview of the papers in the supplement, including remaining unanswered questions. Topical highlights will include: Success stories from injury and tobacco control; successes and challenges in nutritional environments; approaches to structural change outside traditional public health arenas; remaining evaluation questions; new theoretical approaches; and the funders' perspective.

### LEARN IT, LIVE IT, SHARE IT: EXPERIENCING SERVICE LEARNING WITHIN THE CLASSROOM AND OUT IN THE COMMUNITY-THE HS 104 PHENOMENON

*Robert Rinck, MPH, San Jose State University; Lauren Sederberg, BA(c), San Jose State University; Jon Nakagawa, BS(c), San Jose State University; Dianne Jardinez, BS(c), San Jose State University; Kathleen Roe, DrPH, MPH, San Jose State University*

SJSU Health Science 104-Community Health Promotion course is not your ordinary class, for it involves a service-learning component by utilizing knowledge learned in the class and then applying to a real-life application, by working in a community-based setting. This provides opportunities for students to explore multiple methods of understanding sources, consequences, dynamics of community health issues, community organization, resilience, and community capacity for health. By having an outside experience, gives students the abilities in analyzing their strengths, skills, areas for growth in teamwork, community-based

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# CONFERENCE ABSTRACTS

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interventions, cultural humility, and “the health promotion imagination.” The students learn the tools in the classroom, then live the tools in the community and then come back to the classroom and share the tools & the work that they have performed.

## **F3: ENDURING CONTRIBUTIONS OF SOPHE LEADERS**

Room: Salon I – III

REMEMBERING AND HONORING THE LEGACIES OF SOPHE LEADERS:  
HOWARD ENNES, CLARENCE PEARSON, FLORENCE B. FIORI, AND KAREN  
DENARD GOLDMAN

*Lawrence W. Green, DrPH, Professor, University of California at San Francisco;  
Judith M. Ottoson, MPH, EdD, San Francisco State University; John Allegrante,  
PhD, Columbia University—Teacher’s College; Jody Steinhardt, MPH, CHES,  
Maimonides Medical Center; Marilyn Rice, MPH, MCHES, Merci Consulting*

Remembering and honoring the legacies of SOPHE leaders who have passed away in the last year or so: Lawrence Green and Judith Ottoson speaking about Howard W. Ennes, Jr, MPH. John Allegrante speaking about Clarence E. Pearson, MPH. Jody Steinhardt speaking about Karen Denard Goldman, PhD, MCHES. Marilyn Rice speaking about Florence Fiori, PhD.

## **F4: BEST PRACTICES IN MATERNAL & INFANT HEALTH**

Room: Forum Suite

B’MORE FOR HEALTHY BABIES UPTON & DRUID HEIGHTS AND ITS IMPACT  
ON INFANT MORTALITY IN BALTIMORE CITY.

*Daphnee A. Guillaume, MPH, CHES, University of Maryland*

Background: B’more for Healthy Babies (BHB) is a community based program that employs different methods for improving the health of pregnant and postpartum women. Purpose: The purpose of this project is to observe the influence that BHB has on the infant mortality rate (IMR) in Baltimore City. Methods: Pregnant women (<35 weeks) who live in the two participating neighborhoods are eligible to participate in the program until their baby turns eighteen months old. Results: The IMR in Baltimore City has decreased steadily since 2009. In 2012 the IMR in Baltimore City dropped to 9.7; the first time the rate has dropped below 10 in 15 years. Conclusion: The Baltimore City IMR has decreased by 28% since the start of the BHB program in 2009.

PHYSICIAN AND REGISTERED DIETITIAN COLLABORATION FOR PROVIDER  
EDUCATION ON PEDIATRIC OBESITY

*Amy Wishner, MSN, RN, American Academy of Pediatrics; Michael J. Harkness,  
MD, FAAP, Wade-Townsend Pediatric Associates; Tonya Holloway, PA Department  
of Health; Donna Antonucci, MD, FAAP, Children’s Hospital of Philadelphia; Laura  
Frank, PhD, RD, LDN, Immaculata University; Aleksandra McDonnell, MSN, RN,  
CRNP, American Academy of Pediatrics; Lisa Jones, MA, RDN, LDN, FAND*

“EPIC® Pediatric Obesity: assessment, evaluation, and treatment in community settings” partners a pediatrician or family medicine physician with a Registered Dietitian (RD) as the presenter team. Bringing the RD into the practice showcases RDs’ expertise regarding family dynamics, cultural awareness, motivational interviewing, and immediately-useful tips regarding dietary history and food and beverage interventions. Having the RD on-site also helps promote one Program goal of increased referrals to RDs as covered benefits. The EPIC® Pediatric Obesity PowerPoint includes: Pennsylvania-specific data; evidence-based interventions regarding food, beverages, family meals, sleep, mental health, screen time, and physical activity; motivational interviewing

techniques applied to pediatric obesity; guidance with coding and reimbursement; and local community resources. Results from pre and post testing will be shared along with program details.

USING QUALITATIVE METHODS TO EXPLORE PATIENT-PROVIDER  
COMMUNICATION AND COUNSELING ABOUT GESTATIONAL WEIGHT GAIN,  
HEALTHY EATING AND PHYSICAL ACTIVITY DURING PREGNANCY AMONG  
FIRST-TIME PREGNANT LATINO WOMEN

*Stephanie Goodman, BS(c), UMass Boston; Ana Lindsay, DDS, MPH, DrPH,  
UMass Boston*

Prenatal care is an opportunity for women to access the health care system and to receive preventive services, education, nutritional support, and other social services to improve pregnancy outcomes. Central to an effective prenatal care is patient-provider communication regarding gestational weight gain (GWG), dietary/healthy eating, and physical activity (PA) guidelines during pregnancy. The present qualitative study utilizes qualitative methods including focus groups with first-time pregnant low-income, Latino women and individual, in-depth interviews with obstetrics health care providers to explore: 1) pregnant women’s perspectives on patient-provider communication related to GWG, D/HE, PA during pregnancy, including weight loss discussion during the postpartum period; and 2) what and how obstetrics health care providers communicate to regarding GWG, D/HE, and PA to their patients during pregnancy, and postpartum period.

## **F5: POLICY & SYSTEMS CHANGE FOR HEALTHY BEHAVIORS**

Room: Grand Ballroom I

HEALTH PROMOTION AT THE BALLPARK: PEANUTS, POPCORN, AND  
MIGHTY MOLAR

*Bonni Hodges, PhD, SUNY Cortland*

Local health coalitions worked with the management of a new summer collegiate baseball team in a small city in central N.Y. to plan and execute health promotion activities addressing local health priorities in conjunction with selected home games. A small number of health promotion activities for players were also implemented. Post-season evaluations supported this type of sporting event and its venue as a place to deliver health promotion along with the viability of environmental change to support healthy diet behaviors in fans, staff and players.

THE “GROWING HEALTHY KIDS” PROJECT: EMPOWERING STAKEHOLDERS  
TO CREATE A SHARED VISION OF CHILDHOOD OBESITY REDUCTION IN  
HEAD START PRESCHOOLERS

*Stephanie Nicely, EdD, MSN, RN, Miami University; M. Elizabeth Miller, PhD, RD,  
LD, Miami University; Marisol del-Teso-Craviotto, PhD, Miami University; GERALYN  
Timler, PhD, Miami University*

Growing obesity rates are especially concerning in Butler County, Ohio, where 30-35% of preschool- aged children enrolled in Head Start are overweight or obese. These rates are higher than both state and national averages. In Butler County’s Head Start program, there are significant populations of both Hispanic families and children with disabilities. Both of these groups may encounter unique challenges in supporting healthy lifestyle choices. The factors contributing to these challenges were examined by conducting a needs assessment using a Community-Based Participatory Research approach. The steps for the development

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# CONFERENCE ABSTRACTS

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of a community member advisory board and the results of the needs assessment will be presented with a special focus on data obtained from Hispanic families and families of children with disabilities.

## MEASURABLE, SCALABLE AND SUSTAINABLE PHYSICAL ACTIVITY HEALTH PROMOTION PROGRAM FOR ELEMENTARY STUDENTS IN GEORGIA THAT SPEAKS THE LANGUAGE OF THE EDUCATION SECTOR

*Christi Kay, MEd, HealthMPowers; Kate Bertram, MA, HealthMPowers; Chris Stewart, MA, HealthMPowers; Diane Allensworth, PhD, HealthMPowers*

HealthMPowers (HMP), a community-based organization expanded service from eight schools in 2002-03 to 106 schools in 25 districts in 2013-14, reaching 63,492 students along with their school staff and family. This pilot study of 39 schools using the Coordinated School Physical Activity Program Model (CSPAP) identified by CDC in 2013 assessed the viability of achieving significant results in one year. This study is being used to inform the development of a state-wide physical activity initiative for all elementary schools in Georgia – Power Up for 30. Results showed significant improvement of students' physical activity, physical fitness, health knowledge, health behaviors and BMI scores. Lessons learned about what works to ensure successful dissemination of school health programming by an external agency will be provided.

## LOCAL STRATEGIES FOR REDUCING THE MARKETING OF UNHEALTHY FOODS AND BEVERAGES TO CHILDREN

*Lauren Walter, MPH, CHES, Los Angeles County Department of Public Health; Allison Kwan, MPP, Los Angeles County Department of Public Health; Zoe Phillips, MPH, Los Angeles County Department of Public Health; Kelly Dumke, MS, Los Angeles County Department of Public Health; Susan Roberts-Dobie, PhD, University of Northern Iowa*

Food marketing to young children is associated with an increase in children's total energy intake; overconsumption of fast food, sugar-sweetened beverages, sweet and salty snacks; and under-consumption of fruits and vegetables. The childhood obesity crisis has prompted exploration of government action to curb the marketing of unhealthy foods and beverages to children. Currently, food marketing to children goes largely unregulated. Local communities are well positioned to lead in assessing the need for intervention and building momentum to change the food and beverage marketing environment. This presentation will discuss local-level policy strategies in Los Angeles County to reduce unhealthy food and beverage marketing to kids, examine the legal basis for these strategies, and highlight a framework for implementation in local communities.

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## CLOSING PLENARY V

**10:15AM – 11:45AM**

**Room: Grand Ballroom I**

## DIVERSITY AND HEALTH EQUITY: CHARTING A PATH FOR A HEALTHIER AMERICA

*America Bracho, MD, CDE, MPH, Latino Health Access; Wizdom Powell, PhD, MPH, Gillings School of Global Public Health, University of North Carolina at Chapel Hill; Jesus Ramirez-Valles, PhD, Community Health Sciences, University of Illinois at Chicago; Editor-in-Chief, Health Promotion Practice*

America is becoming increasingly diverse in terms diversity of color, culture, ideas, points of view, and skills. This panel will discuss successes and challenges of engaging of diverse underserved populations and communities in promoting health equity. Dr. Powell will present emerging theoretical constructs of population health disparities, particularly how social stressors impact the health of African American communities. Dr. Bracho will discuss the work and success of Latino Health Access in working among the underserved Latino and immigrant population in Los Angeles. Dr. Ramirez-Valles will discuss the health needs of aging LGBT populations and the importance of community involvement to create social change.

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# POSTERS

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## POSTER SESSION G

THURSDAY APRIL 23

POSTER SESSION WITH AUTHORS

12:30PM – 1:30PM

**G1. Gone Too Soon: Missing Infant Mortality Research Linkages in Northeast Ohio**

*Michelle Chyatte, DrPH, MPH, Northeast Ohio Medical University; Dawn Elkins, MPH, CHES, Ohio University; Katie Coffmon, BS, Northeast Ohio Medical University*

**G2. Lessons from the Sidewalk: Food Security and Availability in a Rust Belt City**

*Jody Vogelzang, PhD, RDN, FADA, FAND, LD, CHES, Grand Valley State University*

**G3. Social Support for In-School Physical Activity: What Matters?**

*Noel Kulik, PhD, Wayne State University; Jeffrey Martin, PhD, Wayne State University; Alex Garn, PhD, Louisiana State University; Erin Centeo, PhD, Wayne State University; Nate McCaughtry, PhD, Wayne State University; Bo Shen, PhD, Wayne State University*

**G4. HIV and Other STI Risk Reduction among College Students: A Case for LGBT Inclusion**

*Todd Sabato, PhD, CHES, University of North Dakota*

**G5. Hookah Use Among College Students: Trends and Perspectives**

*Srijana Bajracharya, PhD, Ithaca College; Vishakha Maskey, PhD, West Liberty University*

**G6. In it for the Long Haul: Assessing Truck Driver Physical Activity and Healthy Eating Preferences**

*Phillip Waite, PhD, MCHES, Utah State University; Jamie Weston, BS, Utah State University*

**G7. Perceptions of Elementary School Children's Parents Regarding Sexuality Education**

*Christine Fisher, PhD, MPH, CHES, Rhode Island College; Susan Telljohann, HSD, MS, University of Toledo; James Price, PhD, MPH, University of Toledo; Joseph Dake, PhD, MPH, University of Toledo; Tavis Glassman, PhD, MPH, University of Toledo*

**G8. Cyber Trails: Exploring Behaviors, Attitudes, and Perceptions of Cyberharassment amongst College Students**

*Jeanne Freeman, PhD, CHES, Western Washington University; Isabell Sakamoto, Western Washington University*

**G9. Informing a Campaign to Increase HPV Vaccination Rates among College Students**

*Mandy Golman, MS, PhD, MCHES, Texas Woman's University; Lanning Beth, PhD, Baylor University; Katie Crosslin, MS, PhD, CHES, Texas Woman's University; Kim Parker, PhD, MPH, MA, MCHES, Texas Woman's University*

**G10. A Process Evaluation of the Mississippi State Employee Wellness Program**

*M. Allison Ford, PhD, The University of Mississippi; Abigail Gamble PhD, University of Mississippi Medical Center*

**G11. Indian Adolescents Knowledge and Perceptions on Menstrual Health and Hygiene Practices**

*Denise Seabert, PhD, MCHES, Ball State University; Jagdish Khubchandani, MBBS, PhD, Ball State University; Vikas Chothe, MD, Swasti Family Clinic; Olivia Cosgray, BS, Ball State University*

**G12. The Health Educator's Role in Community Transformation Work in Rural Illinois. A Multiple Case Study**

*Jacqueline Lanier, DrPH, MCHES, Illinois State University*

**G13. Physical Activity-Related Knowledge, Beliefs, and Discrepancies Between Beliefs and Physical Activity Behavior**

*Paul Loprinzi, PhD, The University of Mississippi; Teena Darnell, MSN, RN, Bellarmine University; Kathy Hager, DNP, APRN, FNP-BC, CDE, Bellarmine University; Jennifer Vidrine, PhD, MD, University of Texas and Anderson Cancer Center*

**G14. The Application of the Group Theory Model to Overcoming Disparities and Inequality**

*Catharine Anna Henderson, PhD, RD, CHES, Liberty University; Oswald Attin, MSHS, PhD, Liberty University*

**G15. Community Stakeholder Perceptions of Resource Needs to Reduce Disparities in Sudden Unexpected Infant Deaths in Rural and Urban Regions of the Lord Fairfax Health District of Virginia**

*Audra Gollenberg, PhD, Shenandoah University; Kim Fendley, PhD, Shenandoah University; Charles Devine, MD, Virginia Department of Health*

**G16. Social Capital and Health Behavioral Intention during an Influenza Pandemic**

*Ying-Chih Chuang, PhD, Taipei Medical University*





# CELEBRATING 27 YEARS OF THE SOPHE/AAHE BACCALAUREATE APPROVAL COMMITTEE (SABPAC)!

## BACKGROUND

The desire to assure quality in baccalaureate programs for professional health educators was recorded as early as the 1940's. In 1976, SOPHE's Committee on Baccalaureate Programs produced a document, "Guidelines for Approval of Baccalaureate Programs in Community Health Education." Subsequently, an approval committee was established and initiated a process for universities wishing to perform self-studies and have their programs reviewed for the purpose of SOPHE approval. In 1987, the American Association for Health Education (AAHE) joined this effort, and a joint committee was appointed by the presidents of SOPHE and AAHE. In 2004, the National Committee on Quality Assurance in Health Education, supported by SOPHE and AAHE, declared the goal to move from an approval process to full accreditation status for undergraduate community health education programs. The Committee, and its successors, continued to focus on this effort, and in 2014, the Council on Education for Public Health, began the accreditation process for undergraduate public health. SABPAC closed accepting applications in December 2014. We applaud all those who worked during the last 27 years to promote quality assurance in community health education, including these SABPAC leaders, members, as well as the many faculty and practitioners who served on SABPAC site visits over the years.

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RANDALL COTTRELL  
NICHOLAS GALLI  
LAWRENCE GREEN  
JOSEPHINE GAINES  
JOHN HARVEY  
BOB PATTON  
KERRY REDICAN  
PETER REICHLER  
KATHLEEN ROE  
JOE FRED SILLS  
ANNA SKIFF  
CAILE SPEAR

## ADMINISTRATIVE OVERSIGHT & SUPPORT

M. ELAINE AULD  
AMY FEINBERG  
MAL GOLDSMITH  
ROBERT LINDSEY  
LINDA JOHNSTON LLOYD  
JACKIE LANCE  
LINDA MOORE  
KATIE POLLARD  
BECKY J. SMITH  
MEAGHAN WALSH

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# POSTERS

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**G17. Lesbian and Bisexual Undergraduate Females' Experience of Victimization and Perceived Safety on Campus: Association with Health Risk Factors and Academic Outcomes**

*Dianne Kerr, PhD, MCHES, Kent State University; Jagdish Khubchandani, PhD, Ball State University; Katie Sorokas, MPH, Kent State University*

**G18. Homophobic Victimization of Adolescents: Associations with Health Risk Factors and Psychosocial Distress**

*Martin Wood, PhD, Ball State University; Jagdish Khubchandani, PhD, Ball State University; Erica Payton, PhD, Ball State University*

**G19. Innovation Perceptions & Motivation to Implement a Coordinated School Health Program in Rural Nebraska**

*Matthew Bice, PhD, University of Nebraska Kearney; James Ball, PhD, Colorado State University Pueblo; Heather Easton, MS, Two Rivers Public Health Department*

**G20. Migrant Employment and HIV Prevalence: A Case Study from Lake Victoria Fishing Camps, Tanzania.**

*Lorien Knapp, MS, Kwetu Faraja Inc.; Christine Hamilton, MCommH/MSc (Hons), A-NP, C-TCM&H, RN, AICT Diocese of Geita Island Medical Ministries; Jagdish Khubchandani, MBBS, PhD, Ball State University; David LeBlanc, PhD, Ball State University*

**G21. Addressing Health and Social Needs of LGBT-led Families: A Comprehensive Review and Recommendations for Health Professionals**

*Martin Wood, PhD, Ball State University; Jagdish Khubchandani, PhD, Ball State University*

**G22. Neighborhood Social Cohesion and Cardiovascular Risk Factors in African-Americans**

*Jerome Kotecki, HSD, Ball State University; Jagdish Khubchandani, MBBS, PhD, Ball State University; Anne Roubal, MS, UW, Population Health Institute*



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# POSTERS

**G23. Preliminary Results of a Randomized Controlled Trial to Reduce Disparities in Cancer Screening Rates and Survival in the Medicaid Population**

*Jonathan Slater, PhD, Minnesota Department of Health; Christina Nelson, MPH, Minnesota Department of Health; Michael Parks, PhD, Minnesota Department of Health; Bree Allen, BA, Minnesota Department of Health; Tami Swenson, PhD, Minnesota Department of Health*

**G24. Sexual Violence Awareness Among High Risk Adolescents**

*Deb Risisky, PhD, Southern Connecticut State University; Carissa Conway, Human Services Women and Families Center; Amanda Posila, MPH, Southern Connecticut State University*

**G25. A Review of Impact of Indoor Environment on Age-based User Groups**

*Suchismita Bhattacharjee, PhD, University of Oklahoma; Hans-Peter Wachter, ASID, IDEC, LEED AP, GREEN AP, NCIDQ, University of Oklahoma*

**G26. SOPHE Chapter Poster**

*Nicolette Warren, MS, MCHES, Society for Public Health Education; Barbara Hernandez, PhD, MCHES, Lamar University of Texas*

**G27. Relationship between Knowledge of HIV Modes of Transmission and Stereotyping about AIDS Among Urban College Students in India**

*Priya Banerjee, PhD, State University of New York*

**G28. College Students' Perceptions and Use of E-cigarettes**

*JoAnn Kleinfelder, PhD, MCHES, Ball State University; Jerome Kotecki, PhD, Ball State University; Rebecca Brey, PhD, Ball State University; Jagdish Khubchandani, MBBS, PhD, Ball State University; Alyssa Ham, BA, Ball State University; Elizabeth Reed, BA, Ball State University; Allison Anton, BA, Ball State University*

**G29. Providing Context for Outcomes: Fidelity of Implementation with Sexual Education Curricula**

*Disa Cornish, PhD, Health Promotion Division; Mitchell Avery, BA, Center for Social and Behavioral Research; Rachel Meisinger, BA, Center for Social and Behavioral Research*

**G30. Breast and Testicular Self Examination Practices in College Students: Results from the ACHA-NCHA Data**

*Lori Dewald, EdD, ATC, MCHES, F-AAHE, Dept. of Health Education*

**G31. Improving Adolescent Awareness of the Epigenetics of Generational Nutrition**

*Lisa Marriott, PhD, Oregon Health & Science University; Jackilen Shannon, PhD, RD, MPH, Oregon Health & Science University*

**G32. WITHDRAWN**

**G33. Changes in Attitudes Towards Drugs and Alcohol Variables among Participants of the Guiding Good Choices Program.**

*Christine Gastmyer, MS, CHES, Navasota Independent School District; Dawn Marie Baletka, PhD, LPC, GPC Navasota Independent School District; Kelly Wilson, PhD, MCHES, Texas A&M University*

**G34. Strategies for Citizen Engagement in Community Coalitions: Lessons from Two Initiatives**

*Vincent Francisco, PhD, University of North Carolina at Greensboro*

**G35. Food Preferences and Attitudes Related to Fruits and Vegetables among 3rd Graders**

*Abby Gold, PhD, MPH, RD, University of Minnesota Extension; Sue Sing Lim, MS, RD, University of Minnesota Extension; Kelly Kunkel, MPH, University of Minnesota Extension; Mary Schroeder, MS, RD, University of Minnesota Extension; G. Ali Hurtado, PhD, University of Minnesota Extension*

**G36. Nourishing Minds: Dietetic Students and Community Members Learning through Food Bank Demonstrations.**

*Kristen Pruitt, MPH, Georgia Southern University; Becky Larson, MS, RD, Georgia Southern University; Amy Hackney, PhD, Georgia Southern University; Andrew Hansen, DrPH, Georgia Southern University*

**G37. Fat Phobias of Thai High School Youth**

*Larry Olsen, MAT, MPH, DrPH, MCHES, A.T. Still University of Health Sciences; Anchalee Duvall, CHFO, RN, MSN/FNP, MEd, School of Nursing; Adriana Peña De La Cruz, BS, Colonias Development Council of Las Cruces; Anup Amatya, PhD, New Mexico State University; Supinya Kongjarern, MSN, RN, Eastern Asia University*

**G38. Attitudes of Iraqi Youth toward Obese Individuals: A look at Obesity in Other Cultures**

*Larry Olsen, MAT, MPH, DrPH, MCHES, A.T. Still University of Health Sciences; Mohammed Y. Hussain, PhD; Adriana Peña De La Cruz, BS, Colonias Development Council of Las Cruces*

**G39. A Comparison of Health Science and Non-Health Science College Students regarding the Health Belief Model Construct, Cues to Action, for UV Skin Protection**

*Nancy T. Ellis, BS, MS, HSD, MPH; Jessica McDonald, MS, PhD; Mohammad Torabi, PhD, MPH, Indiana University; Catherine Sherwood-Laughlin, HSD, MPH; David Kocaja, PhD*

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# POSTERS

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## POSTER SESSION H

FRIDAY APRIL 24

### POSTER SESSION WITH AUTHORS

12:30PM – 1:30PM

**\*H1. Predicting Women's Responses to Contraceptive Campaign Messages: An Application of the Theory of Planned Behavior**

Grace Moxley, BS, College of Charleston; Andrea L. DeMaria, PhD, MS, College of Charleston; Beth Sundstrom, PhD, MPH, College of Charleston

**H2. Reduce the Use (of Plastic)**

Lydia Burak, PhD, CHES, Bridgewater State University

**H3. A Public Health Service-Learning Project: Successes and Challenges in Establishing Community-Campus Partnerships for Change**

Audra Gollenberg, PhD, Shenandoah University; Ashley Landes, Shenandoah University; Brent Powell, PhD, CHES, California State University

**\*H4. Antenatal Care Utilization in Sub-Saharan Africa: A Review**

Joni Roberts, DrPH (c), Loma Linda University; Helen Hopp Marshak, PhD, Loma Linda University; Diadrey-Anne Sealy, PhD, Loma Linda University

**\*H5. Empowerment as a Predictor of Global Self-Concept in Children**

Lila Gutuskey, MEd, Wayne State University; Erin Centeio, PhD, Wayne State University; Nate McCaughtry, Wayne State University; Alex Garn, PhD, Louisiana State University; Chery Somers, PhD, Wayne State University; Jeffrey Martin, PhD, Wayne State University; Noel Kulik, PhD, Wayne State University; Bo Shen, PhD, Wayne State University

**H6. Asset Mapping and Resource Guide Development in Partnership with Title I Elementary Schools**

Julie Merten, PhD, MCHES, University of North Florida; Jessica King, MS, CHES, University of Florida

**H7. Knowledge, Attitudes, and Practices of College Students and Electronic Cigarettes: Implications for Health Professionals**

Kathleen Phillips, PhD, MCHES, Eastern Illinois University; Sheila Simons, PhD, Eastern Illinois University; Richard Cavanaugh, PhD, Eastern Illinois University

**H8. An Assessment of the Health Needs of the Transgender Community in Montana**

Annie Sondag, PhD, CHES, University of Montana; Anna von Gohren, MS, CHES, Montana Department of Public Health and Human Services

**H9. Bricks and Mortar vs. Virtual: Finding the Right Balance for Community Health Education**

Anita Ruff, MPH, MCHES, MaineHealth; Janell Lewis, MS, CHES, MaineHealth

**H10. A Needs Assessment, Development, and Formative Evaluation of a Health Promotion Smartphone Application for College Students**

Tiffany Miller, MPH, CHES, Linn County Public Health; Laura Chandler, DrPH, MCHES, California State University; Michele Mouttapa, PhD, California State University

**H11. The Relationship Between Perceived Parental Monitoring and Health Risk Behaviors among Adolescents**

Robert LaChausse, PhD, California Baptist University; Michelle Fabros, BA, California State University

**\*H12. Knowledge of HIV/AIDS and Related Risk Behaviors among African American University Students: Implications for Health Educators**

Jasmine Paul, PhD, Fort Valley State University; Frederick Schulze, DEd, Lock Haven University of Pennsylvania; Cheri Langley, PhD, Walden University

**H13. Workplace Exposures to Environmental Health Risk Factors in the United States: Race, Gender, and Occupation Based Disparities**

Suchismita Bhattacharjee, PhD, University of Oklahoma; Jagdish Khubchandani, PhD, Ball State University

**H14. Using the Integrative Model to Explain Parental Behaviors among Elementary School Children**

Amir Bhochhibhoya, MBA, MS, University of Oklahoma; Paul Branscum, PhD, RD, University of Oklahoma

**H15. Individual-level Results from an Extension Health Volunteer Training Program Pilot**

Lisa Washburn, DrPH, University of Arkansas; LaVona Traywick, PhD, University of Arkansas; Lauren Copeland, BS, University of Arkansas; Jessica Vincent, MEd, University of Arkansas

**H16. Is Multidimensional Health Being Taught in College Personal Health Classes?**

Teresa Drake, PhD, RD, CHES, Bradley University; Roberta Ogletree, HSD, MCHES, Southern Illinois University

\* TOP 5 STUDENT POSTER WINNER



# POSTERS

**H17. Support for Beverage Excise Taxes and Beverage Intake Frequency among African American Adults: A Pilot**

*Spencer Willis, DrPH, MA, CHES, Texas A&M University*

**H18. New HORIZONS: A Newly Adapted Sexual Health, Behavioral Skills Intervention for African American Female Youth**

*Angulique Outlaw, PhD, Wayne State University; Monique Green-Jones, MPH, Wayne State University*

**H19. Innovation and Challenges: Moving from a Traditional to an Entirely Online Program**

*Sheila Patterson, PhD, Cleveland State University; Becky Smith, PhD, MCHES, Cleveland State University; Mannuella Crawley, PhD, CHES, Cleveland State University; Vivian Krosnick, MEd, Cleveland State University*

**H20. Creating a Shared Decision-Making Aid for Prostate Cancer Screening**

*Stacy Robison, MPH, MCHES, Communicate Health, Inc., Xanthi Scrimgeour, MEd, MCHES, Communicate Health, Inc.*

**H21. Family Risk and Protective Factors That Affect Healthy Youth Behaviors and Development**

*Ginger Murray, MEd, Navasota ISD; Dawn Marie Baletka, PhD, LPC, Navasota ISD*

**H22. Protecting At-Risk Children from Lead Poisoning Through Innovative Awareness-Building**

*Eva Doyle, PhD, MCHES, Baylor University; Spencer Williams, PhD, Baylor University; Stefan Huber, MPH (c), Baylor University; Hassan Shaikh, MPH (c), Baylor University*

**\*H23. Food and Nutrition Knowledge, Attitudes, Behaviors and Skills Among Preadolescent Children Living in Chicago**

*Brooke Scheidemantle, BS, Jefferson University; Alexandra DeSorbo, MPH, Pilot Light; Michael Quinn, PhD, University of Chicago; Althera Steenes, BA, University of Chicago; Deborah Burnet, MD, MA, University of Chicago*

**H24. Brothers Saving Brothers (BSB): A Single Session Group-Level Prevention Intervention for African American YMSM**

*Angulique Outlaw, PhD, Wayne State University; Monique Green-Jones, MPH, Wayne State University*

**H25. Gun Carrying Trends among 9–12 Graders in the United States**

*Erica Payton, PhD, MPH, CHES, Ball State University; Jiunn-jye Sheu, MSPH, PhD, University of Toledo*

**H26. Let's Move! Virginia Beach—a Multi-professional, Multi-disciplinary, Multi-agency Health Education Approach to Improve Healthy Eating and Fitness Habits of School Age Children in our Community**

*Maureen Boshier, MS, MBA, LPD, RN, FACHE, Joint Eastern Virginia Medical School/Old Dominion University; Barbara Geraghty, MS, MA, Eastern Virginia Medical School/Old Dominion University*

**H27. Alcohol and Pedestrian Injury in Baltimore City: A Spatial Analysis**

*Elizabeth Nesoff, MPH, CHES, Johns Hopkins Bloomberg School of Public Health; 2014–15 SOPHE/CDC Injury Fellow*

**H28. How Much do Passengers Matter? An In-Depth Analysis of Crash Configurations by Age, Sex, and Passengers**

*Douglas Roehler, MPH, CHES, University of Michigan School of Public Health; 2014–15 SOPHE/CDC Injury Fellow*

**H29. Gender and Age Differences in Diabetes Self-Management Practices**

*Nicolette Warren, MS, MCHES, DrPH(c), Loma Linda University; Naomi Modeste, DrPH, CHES, Loma Linda University; Diadrey-Anne Sealy, DrPH, Loma Linda University; Colwick Wilson, PhD, Loma Linda University; Vonna Lou Caleb Drayton, DrPH, Booz Allen Hamilton*

**H30. The Shifting Landscape in School Health Accreditation: Update and Recommendations for Accreditation of Professional Preparation Programs**

*David A. Birch, PhD, MCHES, The University of Alabama; Susan K. Telljohann, MS, HSD, CHES, University of Toledo; Alyson Taub, EdD, MCHES, New York University; M. Elaine Auld, MPH, MCHES, Society for Public Health Education; Susan Goekler, PhD, MCHES, FAAHE, FASHE, Directors of Health Promotion and Education; Deitra Wengert, PhD, MCHES, Towson University*

**H31. Celebrating 65 Years of SOPHE Excellence**

*M. Elaine Auld, MPH, MCHES, Society for Public Health Education*

**H32. National Implementation and Dissemination for Chronic Disease Prevention Project**

*Nicolette Warren, MS, MCHES, DrPH(c), Society for Public Health Education; Melanie J. Wells, MPH, Society for Public Health Education; Elaine Colwell, MA, CHES, Society for Public Health Education; Ankita Saxena, CHES, Society for Public Health Education*

**H33. The Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Program**

*Deborah Gordon-Messer, MPH, Society for Public Health Education*

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# POSTERS

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## POSTER SESSION J

**SATURDAY APRIL 25**

**POSTER SESSION WITH AUTHORS**

**7:30AM – 8:30AM**

- J1. Social Cognitive Correlates of HPV Vaccination Intentions among College Men**  
*Hannah Priest MAED, CHES, The University of Alabama; Adam Knowlden, CHES, MBA, MS, PhD, The University of Alabama*
- J2. The Impact of Substance Use in the Household on Adolescent Behaviors and School Performance**  
*Oladunni Oluwoye, MSc, University of Cincinnati*
- J3. Knowledge, Attitudes, and Practices of MO School Nurses Regarding Immunization Records and Select Immunizations of Graduating High School Seniors**  
*Michele Draper, BS, Truman State University; Kaitlyn McManus, Truman State University; Seymour Apreiglio, Truman State University; Kendra Woolman, Truman State University; Elizabeth Terrigino, Truman State University; Darson Rhodes, PhD, MCHES, Truman State University*
- J4. Content Analysis of College Males' Salient Beliefs about Human Papillomavirus (HPV) Vaccination**  
*Hannah Priest, MAED, CHES, The University of Alabama; David Birch, PhD, MCHES, The University of Alabama; Adam Knowlden, PhD, CHES, The University of Alabama*
- J5. WITHDRAWN**
- J6. Influence of Socio-Demographic Characteristics and a Positive Cancer Family History on Cancer Information Seeking Behavior: Results from the Health Information National Trends Survey**  
*Ann Amuta, MPH, CPH, Texas A&M University; Divya Talwar, MPH, CHW, Texas A&M University*
- J7. Investigating the Nutritional Behaviors of Undergraduate College Students by Incorporating Photo Elicitation into Health Education Classes**  
*Theresa Hunter, MPH, MS, Indiana University School of Public Health/Applied Health Science*
- J8. Recommendations for Nutrition Programs from Caregivers of American Indian Toddlers: A Qualitative Exploration**  
*Julie A. Albrecht, PhD, RD, University of Nebraska-Lincoln; Rachel C. Sinley, MPH, RD, LMNT, University of Nebraska-Lincoln*
- J9. Utilizing Systems and Institutional Policy Change to Translate Research into High Quality Patient Care in the Clinical Setting**  
*Noel Barragan, MPH, Los Angeles County Department of Public Health; Tony Kuo, MD, MSHS, Los Angeles County Department of Public Health*
- J10. Gender in Mother-Child Communication about Sex: Examining the Association with HPV Vaccine Uptake**  
*Tyra Gross, PhD, MPH, University of Texas Medical Branch; Tabassum Laz, MBBS, PhD, University of Texas Medical Branch; Mahbubur Rahman, MBBS, PhD, University of Texas Medical Branch; Abbey Berenson, MD, MMS, PhD, University of Texas Medical Branch*
- J11. Improving Clinical Pathways and Practice to Manage and Prevent Obesity**  
*Jennifer Torres, MSSW, MPH, PhD(c), Los Angeles County Department of Public Health; Lisa Arangua, MPP, Los Angeles County Department of Public Health; Tony Kuo, MD, MSHS, Los Angeles County Department of Public Health*
- J12. Assessing Attitudes toward Nicotine Replacement Therapy for Adolescent Tobacco Cessation**  
*Jessica King, MS, CHES, University of Florida; Jamie Pomeranz, PhD, CRC, CLCP, University of Florida; Julie W. Merten, PhD, MCHES, University of North Florida*
- J13. Understanding Communication Preferences for Infant Health Information in the Shenandoah Valley of Virginia**  
*Katrina Daoud, BS, University of Michigan School of Public Health; Audra Gollenberg, PhD, Shenandoah University*
- J14. A National Survey of Superintendents' Perceptions of Condom Availability Programs in High Schools**  
*Lauren Maziarz, MSN, RN, PhD, Candidate University of Toledo; Joseph Dake, PhD, MPH, University of Toledo; Susan Telljohann, HSD, CHES, The University of Toledo; Tavis Glassman, PhD, MPH, MCHES, The University of Toledo; Cynthia Beekley, EdD, The University of Toledo*
- J15. Feasibility of Using Diverse Community Settings to Improve Health Literacy Among Spanish Speaking Adults**  
*Ambrosia Murrietta, MHS, The University of New Mexico Health Sciences Center; Francisco Soto, MD, PhD, MPH, The University of New Mexico Health Sciences Center; Carla Cordova, MPH, The University of New Mexico Health Sciences Center*

# POSTERS

- J16. Does Family Language Preference Impact Children's Physical Activity and Social Integration?**  
*Xuwei Chen, BA, MEd, Texas A&M University; Kayce Solari-Hall, MS, MPH, Texas A&M University; E. Lisako J. McKyer, MPH, PhD, Texas A&M University*
- J17. What Public Health Practitioners Need to Know about Twitter Discourse on Bioterrorism**  
*Lisa Bowen, BS, University of Maryland; Grace McManus, BS, University of Maryland; Robert Gold, BS, MS, PhD, DrPH, University of Maryland*
- J18. Twitter as a Means to Identify Community Stakeholders and Partners: An Exploratory Study**  
*Grace McManus, BS, University of Maryland; Lisa Bowen, BS, University of Maryland; Robert Gold, BS, MS, PhD, DrPH, University of Maryland*
- J19. Motivation for Gluten-Free Diet Adherence among Individuals with Clinical and Self Diagnoses and Correlates with both Intuitive and Disordered Eating Attitudes and Behaviors**  
*Sarah E. Pember, BA, MT, The University of Alabama; Sarah E. Rush, MA, CHES, The University of Alabama*
- J20. Adolescent Suicide Attempts and Suicidal Ideation: A 70 Country Comparison**  
*Chelsea Smith, BA, Ball State University; Jagdish Khubchandani, MBBS, PhD, Ball State University*
- J21. Cardiovascular Disease Awareness, Knowledge, and Perceived Risk Among College Women**  
*Amanda Hutcheson, MS, CHES, The University of Alabama; Allison Ford-Wade, PhD, The University of Mississippi; Martha Bass, PhD, The University of Mississippi; Marie Barnard, PhD, The University of Mississippi*
- J22. Exploring Sexting Behaviors as a Mediator of the Association Between Religiosity and Hooking-Up among University Students**  
*Erin Cromeans, MS, University of Mississippi; Micael Hall, PhD, Florida Atlantic University; Allison Ford-Wade, PhD, University of Mississippi; Randall Bergman, PhD, Lenoir-Rhyne*
- J23. Knowledge, Behavior, Attitude, Self-Efficacy, and Intention Toward People With Disabilities Among Health Promotion Students**  
*Aubrey Culp, MS, CHES, University of Cincinnati; Liliana Rojas-Guyler, PhD, CHES, University of Cincinnati*
- J24. Creative Delivery of Health Messages to Early Elementary Students: Partnering with the African American Read-In**  
*Erika Coleman, University of Northern Iowa; Mariah Deinhart, University of Northern Iowa; Kayla Peterson, University of Northern Iowa; Disa Cornish, MS, PhD, University of Northern Iowa; Susan Roberts-Dobie, PhD, University of Northern Iowa*
- J25. Perceptions of Sex and Sexual Health among College Men: Implications of Maladaptive Habits in Physical and Social Relationship Formation**  
*Kathy Rovito, DrPH(c), MPH, CHES, University of Central Florida; Michael Rovito, PhD, University of Central Florida*
- J26. Adherence to On-campus Motivational Counseling Program Impacts Students' Weight Loss**  
*M. Allison Ford, PhD, The University of Mississippi; Mary Amanda Haskins, MS, CHES, The University of Mississippi; Vinayak Nahar, MD, MS, The University of Mississippi; Rita Morgan, FNCP, RN, The University of Mississippi*
- J27. Are U.S. State Health Departments Maximizing Their Use of Social Media to Increase Accessibility and Availability of Health Information to the Public?**  
*Julia Alber, MPH, University of Florida; Michael Stellefson, PhD, University of Florida; Samantha Paige, MPH, University of Florida; Don Chaney, PhD, East Carolina University*
- J28. College Student Use of Campus Recreation Center**  
*Brent Powell, PhD, CHES, California State University; Brian Golden, BA, California State University*
- J29. Educating Stakeholders and Patrons to Improve Receptivity to the 100% Healthy Nutrition Policy for Vending Machines Located in County of Los Angeles Facilities**  
*Brenda Robles, MPH, Los Angeles County Department of Public Health; Michelle Wood, MPP, Los Angeles County Department of Public Health; Tony Kuo, MD, MSHS, Los Angeles County Department of Public Health*
- J30. Utilizing a Third-Party Catalyst in Academic-Community Collaborations: A Case Study**  
*Morgan Byrd, MS(c), University of Colorado–Colorado Springs; Tim Behrens, PhD, CHES, FACSM, University of Colorado–Colorado Springs; Mina Liebert, LiveWell Colorado Springs*

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# POSTERS

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- J31. An Innovative Look at Obesity Preventive Health Behaviors: The Relationship of Body Image Perception and Satisfaction, Peer and Social Media Influence, and Ethnic Identity among African American and Latino Women**

*Liliana Rojas-Guyler, PhD, University of Cincinnati;  
Shameka Y. Neely, BA, MA, HPE, University of Cincinnati;  
Stacy N. Shern, BS, MS, University of Cincinnati*

- J32. Exploring the Impact of Alcohol Consumption and Physical Activity on Obesity Among a National Sample of Adults in the United States**

*Hong Liu MS, Texas A&M University; Adam Barry PhD, Texas A&M University*

- J33. Attitudes Toward Healthcare Teamwork between**  
**ESG Osteopathic Physicians who Participated as Medical Students in an Interprofessional or an Intraprofessional Clinical Education Program**

*Alexis Hackett, Truman State University*

- J34. Environmental Safety Issues in the Swing-Bed Unit**  
**ESG of a Rural Northeast MO Medical Center**

*Emma Staecker, Truman State University*

- J35. Effect of Inter-professional Clinical Education**  
**ESG Program Length on Health Professions Students' Attitudes Toward Inter-professional Teamwork**

*Lauren Renschler, Truman State University*

- J36. Utilizing a Community-Based Participatory Approach**  
**ESG to Develop Afterschool Health Education Initiatives for Underserved Minority Youth**

*Myia Lang, University of Alabama; Hannah Priest, MAED, CHES, University of Alabama; Jamie Schumacker, BS, The Noble Group*

- J37. "Dying" to Promote Environmental Tobacco Smoke**  
**ESG Awareness: An Innovative Flash Mob Approach**

*Antonio Gardner, MS, University of Alabama; Hannah Priest, MAED, CHES, University of Alabama; Sarah Pember, BA, MT, University of Alabama; Christine Hackman, MA, CHES, University of Alabama*

- J38. Sexual Assault & Alcohol Awareness Campaign: An**  
**ESG Evaluation of a University-level Health Education Program**

*Shalini Navale, MPH, Indiana University; Tilicia Majo-Gamble, MA, MPH, CHES, Indiana University*

- J39. The Necessity of Comprehensive Sexuality Education**  
**ESG among Young Men Who Have Sex With Men with a Previous History of Childhood Sexual Abuse**

*Roberta Emetu, PhD, MPH, MLS, Indiana University; William Yarber, HSD, Indiana University; Catherine Sherwood-Laughlin, HSD, MPH, Indiana University; Cecilia Obeng, PhD, Indiana University; Stephanie Sanders, PhD, Indiana University*

- J40. Peer-to-Peer Health Education and Professional**  
**ESG Development Program Utilizing Innovative Technology: Students Hot on the Path of Diabetes Awareness, Knowledge, Attitudes and Self-Efficacy**

*Liliana Rojas-Guyler, PhD, University of Cincinnati; Ericka Henry, University of Cincinnati; Shameka Neely, BA, MA, University of Cincinnati; Amanda Lynch, MS, CHES, CPS, University of Cincinnati; Candice Jones, RD, LD, Christ Hospital Diabetes Outpatient Center*

- J41. Investigating the Beliefs and Knowledge about the**  
**ESG HPV Vaccine among Male Undergraduate Students in the Midwest**

*Theresa Hunter, MPH, MS, Indiana University; Melissa Weinstein, MPH, Indiana University*





# A SPECIAL THANK YOU TO THE SOPHE ANNUAL MEETING SUPPORTERS!

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WARE, JOAN	SESSION F4	YAROCH, AMY	SESSION D1
WARREN, NICOLETTE	POSTER H29, POSTER G26, POSTER H32	YERKES, ADELINE	SESSION F4
WASHBURN, LISA	POSTER H15	ZARCO, EMILIA	SESSION ER2 (302)
WENGERT, DEITRA	POSTER H30	ZUSEVICS, KAIJA	SESSION C3

## NOTES

This image shows a full page of blank, lined paper. It features approximately 28 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings present.



## This image shows a full page of blank, lined paper. It features approximately 28 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings on the page.

## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

# SCHEDULE AT-A-GLANCE

START	END	EVENT	ROOM
<b>TUESDAY, APRIL 21</b>			
4:00PM	7:00PM	HOUSE OF DELEGATES BOARD MEETING, PART I	SALON III
<b>WEDNESDAY, APRIL 22</b>			
1:00PM	6:00PM	REGISTRATION & CE DESK	GRAND BALLROOM FOYER
8:00AM	5:00PM	STUDENT CASE STUDY COMPETITION	SKYLINE III
8:00AM	10:30AM	SOPHE HOUSE OF DELEGATES BOARD MEETING, PART II	SALON I & II
11:00AM	6:00PM	SOPHE BOARD OF TRUSTEES MEETING	SALON I & II
2:00PM	4:00PM	PRE-CONFERENCE WORKSHOP W1: PUBLISH OR PERISH: DEMYSTIFYING THE PEER REVIEW PROCESS	GALLERIA NORTH
2:30PM	5:00PM	PRE-CONFERENCE WORKSHOP W2: ADVOCACY STRATEGIES FOR THE 21ST CENTURY	GALLERIA SOUTH
3:00PM	5:00PM	DEPARTMENT HEADS MEETING (INVITE ONLY)	FORUM SUITE
3:00PM	5:00PM	STUDENT WORKSHOP	COUNCIL SUITE
4:00PM	6:00PM	EXHIBITOR SET UP	GRAND BALLROOM II
5:00PM	7:00PM	PRE-CONFERENCE WORKSHOP W3: FIRST STEPS TOWARD STANDALONE BACCALAUREATE ACCREDITATION (CEPH)	GALLERIA NORTH
5:00PM	7:30PM	PEDAGOGY IN HEALTH PROMOTION EDITORIAL MEETING	STUDIO SUITE
6:30PM	8:00PM	SOPHE BOARD OF TRUSTEES ORIENTATION/RECEPTION	FORUM SUITE
<b>THURSDAY, APRIL 23</b>			
6:30AM	6:00PM	REGISTRATION & CE DESK	GRAND BALLROOM FOYER
7:00AM	8:30AM	SOPHE SNAPSHOT	GALLERIA NORTH
7:00AM	8:00AM	SOPHE PROFESSIONAL DEVELOPMENT COMMITTEE	STUDIO SUITE
7:30AM	8:30AM	POSTER GROUP G: SET UP	GRAND BALLROOM II
8:00AM	7:00PM	EXHIBIT HALL OPEN	GRAND BALLROOM II
8:15AM	8:45AM	WELCOME, OPENING REMARKS & DEDICATION OF THE 66TH ANNUAL MEETING <i>Deborah Fortune, PhD, MCHES, 2015 Annual Meeting Trustee; M. Elaine Auld, MPH, MCHES, SOPHE Chief Executive Officer; Lillian Shirley, BSN, MPH, MPA, Public Health Director, Oregon Health Authority</i>	GRAND BALLROOM I
8:45AM	9:15AM	SOPHE PRESIDENTIAL ADDRESS: LEADERSHIP STRATEGIES TO ADVANCE HEALTH EDUCATION <i>Kelly Bishop, MA, MCHES, FASHA, SOPHE President</i>	GRAND BALLROOM I
9:15AM	10:00AM	PLENARY I: KEYNOTE ADDRESS: WORKING UPSTREAM FOR HEALTH IMPROVEMENT <i>Larry Cohen, MSW; Founder &amp; Executive Director, Prevention Institute SOPHE 2015 Honorary Fellow</i>	GRAND BALLROOM I
10:00AM	10:30AM	BREAK WITH EXHIBITORS	GRAND BALLROOM II & FOYER
10:30AM	11:30AM	SOPHE PUBLICATIONS COMMITTEE	STUDIO SUITE
10:30AM	12:00PM	CONCURRENT SESSIONS A	
		A1: TRAINING AND PROFESSIONAL DEVELOPMENT IN HEALTH EDUCATION	GALLERIA NORTH
		A2: ADDRESSING THE NEEDS OF FUTURE GENERATIONS: SCHOOL BASED HEALTH EDUCATION INTERVENTIONS	SALON I – III
		A3: GOING GLOBAL: INTERNATIONAL HEALTH EDUCATION RESEARCH AND PRACTICE INITIATIVES	GALLERIA SOUTH
		A4: TECHNOLOGY FOR HEALTH EDUCATION: REACHING PEOPLE WHERE THEY ARE	GRAND BALLROOM I
		A5: WORKING WELL: EMPLOYEE HEALTH PROMOTION AND POLICIES	FORUM SUITE
12:00PM	1:30PM	LUNCH ON YOUR OWN	
11:30AM	1:30PM	ESG BOARD MEETING	SKYLINE IV



# SCHEDULE AT-A-GLANCE

START	END	EVENT	ROOM
11:30AM	1:00PM	HEALTH PROMOTION PRACTICE EDITORIAL MEETING	SKYLINE III
12:15PM	1:15PM	SOPHE ADVOCACY COMMITTEE	STUDIO SUITE
		SOPHE FINANCE COMMITTEE	COUNCIL SUITE
		COMMUNITIES OF PRACTICE ROUNDTABLE	GRAND BALLROOM I
12:30PM	1:30PM	POSTER GROUP G: PRESENTERS AVAILABLE FOR Q&A	GRAND BALLROOM II
1:30PM	3:00PM	CONCURRENT SESSIONS B	
		B1: FAITH-BASED COMMUNITY INTERVENTIONS : MINING EVIDENCE FOR EFFICACY	SALON I – III
		B2: PROMOTING SAFETY AND HEALTH AMONG CHILDREN AND ADOLESCENTS	FORUM SUITE
		B3: ADVANCING HEALTH ON COLLEGE CAMPUSES	GALLERIA SOUTH
		B4: EVALUATION IN HEALTH EDUCATION	GRAND BALLROOM I
		B5: COMMUNICATING AND ADVOCATING FOR HEALTH EDUCATION	GALLERIA NORTH
3:00PM	3:15PM	BREAK WITH EXHIBITORS	GRAND BALLROOM II & FOYER
3:15PM	4:45PM	PLENARY II: CONFRONTING THE HEALTH CHALLENGES OF YOUNG ADULTS: FROM CAMPUS TO COMMUNITY <i>Claire Brindis, DrPH, University of California, San Francisco School of Medicine; Jenny Haubenreiser, MA, FACHA, Oregon State University</i>	GRAND BALLROOM I
5:00PM	6:00PM	SOPHE CoP CHAIRS MEETING	COUNCIL SUITE
5:00PM	7:00PM	OPENING SOPHE & ESG NETWORKING RECEPTION	GRAND BALLROOM II & FOYER
7:00PM	8:00PM	POSTER GROUP G: TEAR DOWN	GRAND BALLROOM II

## FRIDAY, APRIL 24

7:00AM	6:00PM	REGISTRATION & CE DESK	GRAND BALLROOM FOYER
7:00AM	8:30AM	EARLY RISER 1: EBOLA/EMERGENCY PREPAREDNESS	GALLERIA SOUTH
7:00AM	8:30AM	EARLY RISER 2: TECHNOLOGY ROUNDTABLE	GALLERIA NORTH
7:00AM	8:30AM	EARLY RISER 3: TEACHING TECHNIQUES	SALON I – III
7:00AM	8:30AM	SOPHE PAST PRESIDENTS BREAKFAST	COUNCIL SUITE
7:30AM	8:30AM	POSTER GROUP H: SET UP	GRAND BALLROOM II
8:30AM	5:00PM	EXHIBIT HALL OPEN	GRAND BALLROOM II
8:45AM	9:45AM	PLENARY III: BLAZING A TRAIL FOR INJURY PREVENTION <i>David Sleet, PhD, Associate Director for Science, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention; 2015 Fries Family Foundation Fellow</i>	GRAND BALLROOM I
9:45AM	10:00AM	BREAK WITH EXHIBITORS	GRAND BALLROOM II & FOYER
10:00AM	11:30AM	CONCURRENT SESSIONS C	
		C1: PREVENTING & REDUCING TOBACCO USE: POPULATION HEALTH INITIATIVES	SALON I – III
		C2: MENTAL HEALTH PROMOTION	GALLERIA NORTH
		C3: PATHWAYS TO FOSTERING HEALTHY YOUTH	GALLERIA SOUTH
		C4: THINKING GLOBAL, ACTING LOCAL: DIVERSITY IN HEALTH	FORUM SUITE
		C5: BLAZING A TRAIL FOR HEALTH EDUCATION AND HEALTH PROMOTION: YOU, YOUR CHAPTER AND YOUR COMMUNITY (ESG)	GRAND BALLROOM I
11:30AM	1:00PM	LUNCH ON YOUR OWN	
11:45AM	12:45PM	SOPHE ALL MEMBER BUSINESS MEETING	GRAND BALLROOM I
11:30AM	12:30PM	POSTER GROUP H: PRESENTERS WITH Q&A	GRAND BALLROOM II
1:00PM	4:00PM	ESG BUSINESS MEETING	COUNCIL SUITE
1:00PM	2:00PM	PLENARY IV: HEALTH EDUCATION TECHNOLOGY IN THE 21ST CENTURY <i>Lorien C. Abrams, ScD, MA, George Washington University</i>	GRAND BALLROOM I
2:00PM	2:15PM	BREAK WITH EXHIBITORS	GRAND BALLROOM II & FOYER

# SCHEDULE AT-A-GLANCE

START	END	EVENT	ROOM
2:15PM	3:45PM	<b>CONCURRENT SESSIONS D</b>	
		D1: UNITED FOR HEALTH: LEARNING FROM STATEWIDE PRACTICE AND POLICY INITIATIVES	GRAND BALLROOM I
		D2: FOCUS ON DIET AND HEALTH	GALLERIA NORTH
		D3: ADVANCING HEALTH EQUITY AMONG LGBT POPULATIONS	SALON I – III
		D4: OPTIMIZING MEN'S HEALTH	GALLERIA SOUTH
		D5: INTEGRATING ADVOCACY METHODS INTO PROFESSIONAL DEVELOPMENT PREPARATION PROGRAMS	FORUM SUITE
3:45PM	4:00PM	<b>BREAK WITH EXHIBITORS</b>	GRAND BALLROOM II & FOYER
4:00PM	5:00PM	<b>ESG AWARDS CEREMONY – ALL ARE WELCOME!</b>	COUNCIL SUITE
4:00PM	5:30PM	<b>CONCURRENT SESSIONS E</b>	
		E1: WORKFORCE DEVELOPMENT: PREPARING THE FUTURE GENERATIONS OF HEALTH WORKERS	SALON I – III
		E2: COMMUNITY BASED HEALTH PROMOTION AND DISEASE PREVENTION	GALLERIA NORTH
		E3: TOOLS OF THE TRADE: TECHNOLOGY IN HEALTH EDUCATION TRAINING	GRAND BALLROOM I
		E4: WOMEN'S HEALTH: WELLNESS PROMOTION AND DISEASE PREVENTION INITIATIVES	GALLERIA SOUTH
		E5: CONTEMPORARY HEALTH ISSUES AMONG YOUNG ADULTS	FORUM SUITE
5:30PM	6:30PM	<b>EXHIBIT HALL TEAR DOWN</b>	GRAND BALLROOM II
5:30PM	6:30PM	<b>POSTER GROUP H: TEAR DOWN</b>	GRAND BALLROOM II
5:30PM	6:30PM	<b>SOPHE 2015 ANNUAL MEETING PLANNING COMMITTEE</b>	STUDIO SUITE
5:45PM	6:45PM	<b>SOPHE COMMUNICATIONS COMMITTEE</b>	HOPCITY TAVERN
6:00PM	7:00PM	<b>SOPHE AWARDS COMMITTEE</b>	SKYLINE FOYER
6:15PM	7:00PM	<b>LEAVING YOUR SOPHE LEGACY (INVITATION ONLY)</b>	SKYLINE III
7:00PM	10:00PM	<b>SOPHE AWARDS GALA (TICKET REQUIRED)</b>	SKYLINE I & II

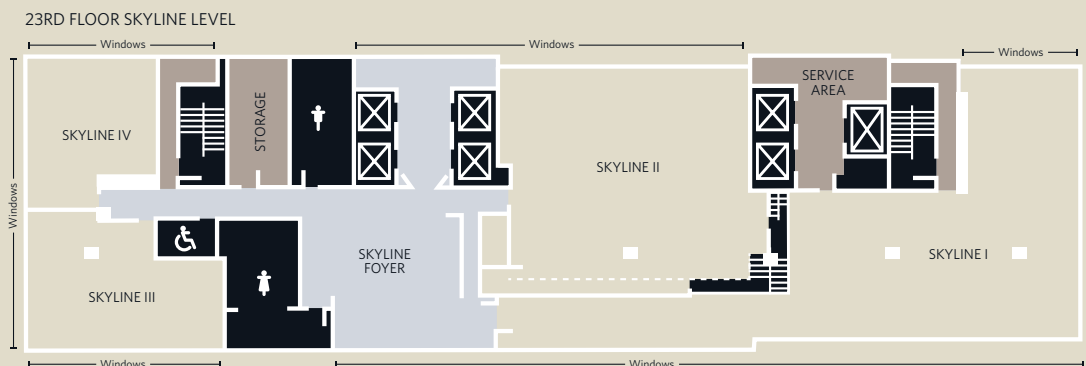
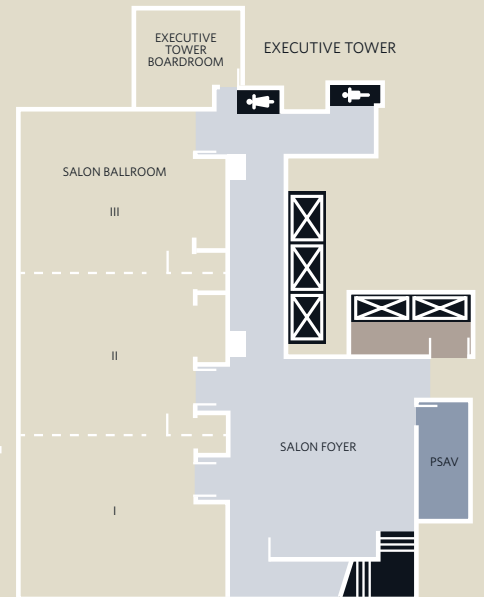
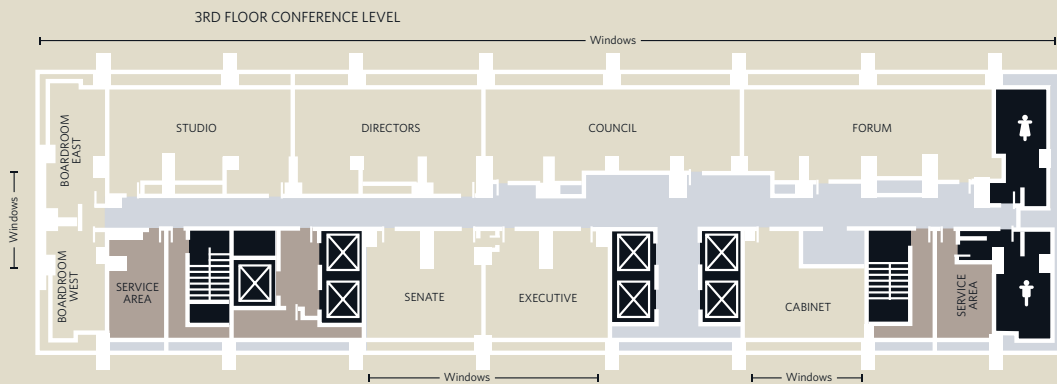
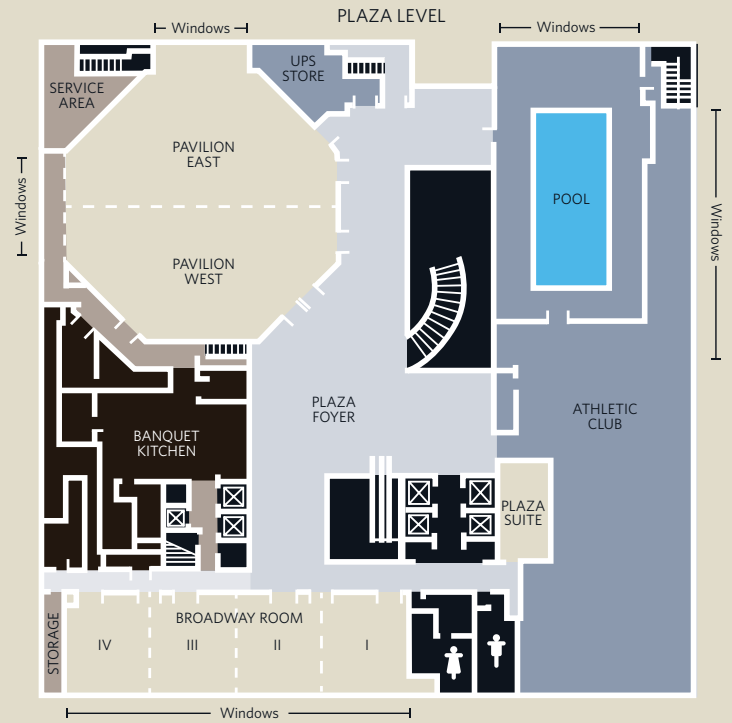
## SATURDAY, APRIL 25

7:00AM	1:00PM	<b>REGISTRATION &amp; CE DESK</b>	GRAND BALLROOM FOYER
7:00AM	8:00AM	<b>SOPHE 2016 ANNUAL MEETING PLANNING</b>	STUDIO SUITE
7:00AM	7:30AM	<b>POSTER GROUP J: SET UP</b>	GRAND BALLROOM II
7:30AM	8:30AM	<b>POSTER GROUP J: PRESENTERS WITH Q&amp;A</b>	GRAND BALLROOM II
8:00AM	12:00PM	<b>NCHES CHES/MCHES EXAM (PRIOR REGISTRATION REQUIRED)</b>	SKYLINE II
8:00AM	5:00PM	<b>FAHE MEETING</b>	EXECUTIVE SUITE
8:30AM	10:00AM	<b>CONCURRENT SESSION F</b>	
		F1: COMMUNITY BASED MORBIDITY AND MORTALITY REDUCTION INTERVENTIONS	GALLERIA SOUTH
		F2: FUTURE OF HEALTH EDUCATION, ADVOCACY & PRACTICE	GALLERIA NORTH
		F3: ENDURING CONTRIBUTIONS OF SOPHE LEADERS	SALON I – III
		F4: BEST PRACTICES IN MATERNAL & INFANT HEALTH	FORUM SUITE
		F5: POLICY & SYSTEMS CHANGE FOR HEALTHY BEHAVIORS	GRAND BALLROOM I
10:00AM	10:15AM	<b>BREAK WITH STUDENT POSTERS</b>	GRAND BALLROOM II & FOYER
10:15AM	11:45AM	<b>PLENARY V &amp; CLOSING: DIVERSITY &amp; HEALTH EQUITY: CHARTING A PATH FOR A HEALTHIER AMERICA</b> <i>Panel: America Bracho, MD, CDE, MPH, Latino Health Access; Wizdom Powell, PhD, MPH, University of North Carolina—Chapel Hill; Jesus Ramirez-Valles, PhD, University of Illinois at Chicago</i>	GRAND BALLROOM I
11:45AM	12:00PM	<b>CLOSING REMARKS</b> <i>Sandra Minor Bulmer, PhD, MS, CHES, 2015-16 President</i>	GRAND BALLROOM I
12:00PM	1:00PM	<b>POSTER GROUP J: TEAR DOWN</b>	GRAND BALLROOM II
1:00PM	3:00PM	<b>BOARD OF TRUSTEES: EXECUTIVE COMMITTEE MEETING</b>	COUNCIL SUITE

# FLOOR PLAN

## FOR CONFERENCE & EVENT ROOMS

### FLOOR MAPS



### KEY

- Elevators
- Meeting/Conference Rooms
- Service Area
- Amenities
- Foyer Space



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# SAVE *the* DATE

**MARCH 30–APRIL 1, 2016**

**SOPHE 67TH ANNUAL MEETING  
CHARLOTTE, NORTH CAROLINA**

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