

MARCH 19–21, 2014 | HYATT REGENCY INNER HARBOR | BALTIMORE, MARYLAND



65TH ANNUAL MEETING

SOCIETY for PUBLIC HEALTH EDUCATION

# *DISCOVERY* 2014

NEW HEALTH EDUCATION  
STRATEGIES, CONNECTIONS & IDEAS

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FINAL PROGRAM

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## CONFERENCE SUPPORTERS

Many thanks to our conference supporters. Please be sure to visit our exhibitors at the opening social and throughout the conference.

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# *SOCIETY FOR PUBLIC HEALTH EDUCATION*

## **CERTIFICATE OF ATTENDANCE**

PRESENTED TO

\_\_\_\_\_  
March 2014

IN RECOGNITION OF YOUR ATTENDANCE AT SOPHE'S 65<sup>TH</sup> ANNUAL  
MEETING, MARCH 19-21, 2014, BALTIMORE, MARYLAND

*DISCOVERY 2014: NEW HEALTH EDUCATION STRATEGIES,  
CONNECTIONS & IDEAS*



Sara L. Cole, Ph.D., MCHES  
Trustee, 2014 Annual Meeting



Elaine Auld, M.P.H., M.C.H.E.S.  
Chief Executive Officer



# CONFERENCE OVERVIEW

## SOCIETY FOR PUBLIC HEALTH EDUCATION 65TH ANNUAL MEETING

### *Discovery 2014: New Health Education Strategies, Connections & Ideas*

March 19–21, 2014 | Hyatt Regency Inner Harbor, Baltimore, Maryland

Welcome to the SOPHE 65th Annual Meeting! We invite you to explore, network, collaborate and discover the latest health education programs, paradigms, and strategies included in this premier health promotion conference! Select from some 250 scientific presentations and posters to expand your mind and portfolio with cutting-edge health education research, policy, and practice. Your journey starts here!

#### CONFERENCE OBJECTIVES

This 2 ½ day conference will enable you to:

- Analyze successful, innovative approaches to improve the safety, growth, development, and health literacy of children and adolescents in the school, college, and community settings.
- Examine challenges and opportunities in priority health areas and strategies for achieving related Healthy People 2020 objectives and health equity.
- Foster implementation of effective policies, systems, and environmental changes that contribute to transdisciplinary collaboration and the circle of research and practice.
- Utilize new health communications methods and technology to improve health promotion outreach, research, teaching, and practice.

#### CONTINUING EDUCATION

An application has been approved to award Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) up to 27 total Category I Continuing Education Contact Hours (CECH). A maximum of 14 Advanced-level CECH are available. The National Commission for Health Education Credentialing, Inc. has approved SOPHE and its chapters as designated multiple event providers of CECH 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. An application has been submitted to award up to 27 CPH Renewal credits.

#SOPHE2014



@SOPHETWEETS

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#### BONUS

Continuing education fees are included in your meeting registration payment. Be certain to sign in at the CE Desk to receive forms and information about how to receive credits.

# SELECTED CONFERENCE FACULTY



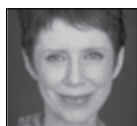
**TRINA MENDEN ANGLIN, MD, PhD**  
Chief, Office of Adolescent Health, Maternal and Child Health Bureau, Health Resources and Services Administration



**KELLI R. MCCORMACK BROWN, PhD, CHES**  
**SOPHE 2012 – 2014 PRESIDENT**  
Provost and Vice President of Academic Affairs, Georgia College and State University



**GENE R. CARTER, EDD**  
Executive Director and Chief Executive Officer, ASCD



**JESSIE GRUMAN, PhD**  
President and Founder, Center for Advancing Health



**CARA V. JAMES, PhD**  
Director, Office of Minority Health, Centers for Medicare and Medicaid Services



**LLOYD J. KOLBE, PhD**  
Professor Emeritus, Indiana University School of Public Health, Department of Applied Health Science



**DOUGLAS S. MCCALL**  
Executive Director, International School Health Network



**ROBERT SIMMONS, DRPH, MPH, MCHES, CPH**  
Program Director, Master of Public Health; Associate Professor, Department of Health Policy, Thomas Jefferson University



**CARLOS SANTOS-BURGOA, MD, MPH, PhD**  
Unit Chief, Risk Factors, Department of Non-Communicable Diseases and Mental Health, Pan American Health Organization/WHO



**JENNIFER SULLIVAN, MHS**  
Director, Best Practices Institute, Enroll America



**VICTOR J. STRECHER, PhD, MPH**  
**2014 ELIZABETH FRIES HEALTH EDUCATION AWARD RECIPIENT**  
Professor and Director for Innovation and Social Entrepreneurship, University of Michigan School of Public Health



**DAVID R. WILLIAMS, PhD, MPH**  
**KEYNOTE ADDRESS**  
Florence Sprague Norman and Laura Smart Norman Professor of Public Health, Department of Social and Behavioral Sciences, Harvard School of Public Health



**MITCH ZELLER, JD (INVITED)**  
Director, Center for Tobacco Products, Food & Drug Administration

## SOPHE 65TH ANNUAL MEETING DEDICATION



**NOREEN MORRISON CLARK, PhD**  
1943–2013

**SOPHE's 65th Annual Meeting is dedicated to the memory of Noreen M. Clark, PhD**, who made indelible and lasting discoveries and contributions to SOPHE and the fields of behavioral sciences and health education. Noreen died on November 23 in New York City after a brief illness. She was Myron E. Wegman Distinguished University Professor of Public Health, director of the University of Michigan (U-M) Center for Managing Chronic Disease, and former dean of the U-M School of Public Health (SPH). She was also a professor of health behavior and health education at the U-M SPH, and a professor of pediatrics at the U-M Medical School.

One of the world's leading experts in the management of chronic disease, Noreen conducted numerous large-scale studies with the goal of building capacity within individuals, families, and communities for effective chronic disease prevention and management. Her studies proved that educational interventions for patients and providers can decrease asthma and heart-related hospitalizations and medical emergencies. Her work is credited with serving as the foundation for archetype, widely-adopted educational programs, including the Physician Asthma Care Education (PACE) and Open Airways for Schools. Globally, Noreen tested interventions among rural and urban populations in Kenya, the Philippines, and China. She was a member of the Council on Foreign Relations and of the Institute of Medicine (IOM) of the National Academy of Sciences.

Born in 1943 in Glasgow, Scotland, Noreen moved with her family to the United States

when she was eight years old. She received a BS degree in political science from the University of Utah, an MA, MPhil, and PhD in higher and adult education from Columbia University. She served on the faculty of the Columbia SPH from 1974–81; chaired the U-M SPH Department of Health Behavior and Health Education from 1987–95; and was dean of the school from 1995–2005. She founded and directed the U-M Center for Managing Chronic Disease from 2006 until her death.

Noreen served as SOPHE's 36th President in 1985. She was associate editor of SOPHE's journal *Health Education Quarterly* from 1982–86 and Editor from 1987–97. She is credited as deftly helping to negotiate SOPHE's first journal publishing contract with Sage Publications. The financial return of the contract eventually enabled SOPHE to relocate from Berkeley, CA to Washington, DC in 1995. Noreen's professional honors included SOPHE's Distinguished Fellow Award in 1987; APHA's Derryberry Award for outstanding contribution to health education in behavioral science; and the Health Education Research Award conferred by NIH's National Asthma Education and Prevention Program.

Noreen was a brilliant academic who also embodied the health education principle to "start where the people are." She is also remembered for her care, kindness and mentorship of many SOPHE colleagues and students. Noreen enjoyed cooking, entertaining, fly-fishing, and was fluent in Italian. She is survived by her husband,, George Pitt, a NY documentary film director, and a son, daughter-in-law, and grandson in Los Angeles.

# 2014 AWARD RECIPIENTS

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## **DISTINGUISHED FELLOW AWARD**

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

JAMES H. PRICE, MS, PHD, MPH, UNIVERSITY OF TOLEDO

## **HONORARY FELLOW AWARD**

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

RISA LAVIZZO-MOUREY, MD, MBA, PRESIDENT AND CHIEF EXECUTIVE OFFICER, ROBERT WOOD JOHNSON FOUNDATION

## **HEALTH EDUCATION MENTOR AWARD**

*The Health Education Mentor 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.*

ADENIKE BITTO, MD, MPH, DRPH, MCHES, FWACP, FMCPH, FRCPH, CONSULTANT EPIDEMIOLOGIST

## **PROGRAM EXCELLENCE AWARD**

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

LYCOMING COUNTY FITNESS CHALLENGE

## **CHAPTER AWARD FOR EXCELLENCE**

*National SOPHE recognizes and publicizes creative, effective, and replicable methods implemented by SOPHE chapters to deliver one or more core member services.*

GEORGIA SOPHE

## **PRESIDENTIAL CITATIONS**

THOMAS M. DAVIS, HSD, MCHES, UNIVERSITY OF NORTHERN IOWA  
JESSIE GRUMAN, PHD, CENTER FOR ADVANCING HEALTH

## **THE 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.*

AMY HENDERSON RILEY, MA, DREXEL UNIVERSITY

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

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

KAITLYN DILAPI, BS, ADELPHI UNIVERSITY

## **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 BARRY, PHD, UNIVERSITY OF FLORIDA

## **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.*

CARLTON COUNTY TXT4LIFE

## **SARAH MAZELIS BEST 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.*

INTEGRATING HEALTH LITERACY AND ESL: AN INTERDISCIPLINARY CURRICULUM FOR HISPANIC IMMIGRANTS. FRANCISCO SOTO MAS, ERIKA MEIN, BRENDA FUENTES, BARRY THATCHER AND HÉCTOR BALCÁZAR. *HEALTH PROMOT PRACT.* MARCH 2013; VOL. 14, 2: PP. 263–273.

## **LAWRENCE W. GREEN BEST 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.*

ON MEASURING COMMUNITY PARTICIPATION IN RESEARCH. DMITRY KHODYAKOV, SUSAN STOCKDALE, ANDREA JONES, JOSEPH MANGO, FELICA JONES, AND ELIZABETH LIZAOLA. *HEALTH EDUCATION & BEHAVIOR*, JUNE 2013; VOL. 40, 3: PP. 346–354.

## **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.*

SARA MONTAUTI, MPH, SOUTHERN CONNECTICUT STATE UNIVERSITY

## **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.*

STEPHANE LABOSSIERE, YORK COLLEGE, CITY UNIVERSITY OF NEW YORK

JASON PARAD, BS, UNIVERSITY OF PENNSYLVANIA

## **ANNUAL MEETING STUDENT SCHOLARSHIP RECIPIENTS**

*SOPHE is proud to award twenty-four 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.*

CHRISTOPHER BROWER, UTAH VALLEY UNIVERSITY

LISA CARROLL, EASTERN ILLINOIS UNIVERSITY

MEHRETE GIRMAY, BA, SOUTHERN ILLINOIS UNIVERSITY

NAOMI HARRIS, BA, EMORY UNIVERSITY

JANE KIM, BS, JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH



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# 2014 AWARD RECIPIENTS

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UZOMA OBIKA, MBBS, SOUTHERN CONNECTICUT  
STATE UNIVERSITY

BEATRICE OYOMBE, TEXAS A&M UNIVERSITY

CASEY QUINN, EASTERN ILLINOIS UNIVERSITY

PAUL SANTOS, BS, MONTCLAIR STATE UNIVERSITY

JAMIE SCHUMACKER, BS, UNIVERSITY OF ALABAMA

LAURA VALENTINO, MPH, TEXAS WOMAN'S UNIVERSITY

*21st Century Scholars Funded in Honor of Mentorship Provided  
by Marian Hamburg*

REBECCA BONHOMME, BS, SOUTHERN CONNECTICUT  
STATE UNIVERSITY

ALEXIS BLAVOS, MED, MCHES, UNIVERSITY OF TOLEDO

ASHLEY GROTTO, EASTERN ILLINOIS UNIVERSITY

CRYSTLE GUEVARRA, BS, WESTERN UNIVERSITY OF  
HEALTH SCIENCES

CHRISTINE HACKMAN, MA, UNIVERSITY OF ALABAMA

THERESA HUNTER, MPH, INDIANA UNIVERSITY

ERIN HUTZELMAN, MED, UNIVERSITY OF TOLEDO

KATHLEEN MCINVALE, MPH, FLORIDA INTERNATIONAL UNIVERSITY

SHEMEKA NEELY, MA, UNIVERSITY OF CINCINNATI

CLAIRE PILKERTON, EASTERN ILLINOIS UNIVERSITY

SARAH RUSH, MA, UNIVERSITY OF ALABAMA

ELLEN SCHAFER, MPH, UNIVERSITY OF IOWA

KENNETH WOODSON, MPH, UNIVERSITY OF CINCINNATI

## **CHAPTER STUDENT RECOGNITION AWARD**

*This award provides a travel scholarship to a deserving graduate or  
undergraduate full-time student in health education.*

VICTORIA NOVOTNY, ILLINOIS STATE UNIVERSITY



## SCHOOL OF PUBLIC HEALTH

INDIANA UNIVERSITY

Department of Applied Health Science  
Bloomington

### **GRADUATE DEGREES** include:

- Highly-regarded **Ph.D.** in Health Behavior with eight possible minors
- **M.P.H.** (accredited) concentrations in Professional Health Education; Social, Behavioral and Community Health; Public Health Administration; and Family Health
- **M.S.** options in School and College Health Education or Safety Management

**GRADUATE ASSISTANTSHIPS** available for qualified masters and doctoral students for the 2014-2015 academic year. Current stipends range from \$8,250 to \$9,375 plus up to 21 hours fee remission per academic year. Responsibilities involve teaching or assisting in undergraduate courses and supporting grant and contract activities. Outstanding doctoral program applicants may also qualify for additional graduate fellowship funding. Competitive scholarships are awarded to qualified students following one year of graduate study.

Graduate students have tremendous opportunities through exposure to the Department's various Centers and Institutes, including the Indiana Prevention Resource Center; Rural Center for AIDS/STD Prevention; Center for the Study of Health Disparities; Center for Sexual Health Promotion; and Center for Health and Safety Studies.

For further information and application materials contact: Department Chairperson or Graduate Program Coordinator, Department of Applied Health Science, Indiana University, SHP-B 116, 1025 E. 7<sup>th</sup> St., Bloomington, IN 47405 (Telephone: 812-855-9441 or 812-855-2429; FAX 812-855-3936). Visit our web site at [www.indiana.edu/~aphealth/](http://www.indiana.edu/~aphealth/).



# ANNUAL MEETING HIGHLIGHTS

## **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.

## **SOPHE & ESG OPENING SOCIAL**

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

Welcome to Baltimore! Join us on Wednesday, March 19, 6:15 PM – 8:00 PM 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 SOPHE. Visit with conference exhibitors and the first session of poster presenters. Learn about the latest resources and services for health and education professionals and enter to win raffle prizes.

## **AWARDS CEREMONY GALA AT THE NATIONAL AQUARIUM SUPPORTED BY SAGE PUBLICATIONS**

Join colleagues in honoring SOPHE's 2014 award winners on Thursday, March 20, 7:00 PM – 11:00 PM at the National Aquarium, a short walk from the conference hotel. An hors d'œuvres reception with private viewing of award-winning aquarium exhibits will precede the awards ceremony. A limited number of tickets for this sell-out event will be available at the SOPHE registration desk.

## **SOPHE COMMUNITIES OF PRACTICE NETWORKING ROUNDTABLES**

SOPHE Communities of Practice (CoP) roundtables on Thursday, March 20, 12:00 PM – 1:00 PM will provide opportunities 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; Students/New Professionals; and International/Cross-Cultural Health.

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

On Thursday, March 20, 7:15 AM – 8:15 AM, enjoy your morning coffee with SOPHE leaders, learn about the Society's recent accomplishments and its future initiatives, and welcome the newly-elected members of the Board of Trustees.

## **POSTER GALLERY & POSTER PROMENADE**

View 150 posters on display during the conference and interact with authors during the poster presentations, scheduled for Wednesday (6:30 PM – 7:30 PM), Thursday (12:00 PM – 1:00 PM), and Friday (12:30 PM – 1:30 PM).

## **EXHIBITS & PRIZE RAFFLE**

Peruse information, publications, tools, and the latest technological innovations from an array of organizations and companies. Visit the exhibitors for valuable information. Participate in the exhibitor scavenger hunt to be eligible for a raffle!

## **ASK ME ABOUT MY CHAPTER CHALLENGE**

Representatives from SOPHE's chapters will be wearing "Ask Me About My Chapter" stickers. Chat with them to learn more about their respective chapters. Be sure to have the representative initial your Chapter Challenge card (found in your conference bag), then stop by the Chapter resource table during conference breaks to select one of several fabulous prizes!

## **HOSPITALITY TABLE**

Get the scoop on things to do and see in Baltimore! Stop by the hospitality table, staffed by local volunteers.

## **YOU'RE #1 WITH SOPHE!**

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

## **SOPHE SNAPSHOT/MEETING MENTOR PROGRAM**

First-time meeting attendees are invited to the SOPHE Snapshot, Wednesday, March 19, 11:45 AM – 12:45 PM. Enjoy light refreshments while learning about SOPHE's programs and how you can be involved. The Meeting Mentor Program, joining mentors and protégés, kicks off at this session.

## **CALLING ALL HEALTH EDUCATION FACULTY**

In addition to the Faculty CoP Roundtable, Thursday, 12:00 PM – 1:00 PM you are invited to attend the CEPH Baccalaureate Stand-Alone Workshop, Friday, 7:00 AM – 8:30 AM. Health Education Department Chairs are invited to convene Friday, 12:30 PM – 2:00 PM to discuss professional preparation, accreditation and administrative issues impacting the scholarship of teaching and learning.

## **WELLNESS & THE ESG STEP CHALLENGE**

SOPHE is committed to providing healthy foods and encouraging healthy behaviors. Take advantage of the hotel's complimentary fitness center. Also, pick up a free pedometer at the ESG exhibit table and count your steps during the conference to be eligible for raffle prizes.

## **FOOD OPTIONS**

To keep registration fees as low as possible, meals are on your own. Chose from various hotel "cash & carry" options and/or the many delis and restaurants in the Inner Harbor, accessible by connected walkway from the hotel.

## **SAFETY & SECURITY**

Please keep an eye on 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 area 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.

## **SOPHE CAREER CONNECTION**

The new SOPHE Career Connection web site is a valuable connection for tools, resources, internships, and employment opportunities in health education and health promotion and prevention. Bring an electronic version of your resume or job posting and take advantage of the Career Connection laptop at the SOPHE booth.

## **STUDENT CASE STUDY COMPETITION**

SOPHE is proud to sponsor its first student case study competition for undergraduate health education students. The winning team will be announced during the Thursday plenary session.

# DETAILED SCHEDULE

## ETA SIGMA GAMMA HIGHLIGHTS

### THURSDAY, MARCH 20

12:45 PM – 2:45 PM  
**ESG BOARD MEETING**  
Room: Baltimore, 2nd Floor

### FRIDAY, MARCH 21

8:15 AM – 11:15 AM  
**ESG BUSINESS MEETING & AWARD PRESENTATIONS**  
Room: Columbia, 2nd Floor

12:30 PM – 1:30 PM  
**ESG POSTER SESSION**  
Room: Atrium/Harborview, 2nd Floor

1:45 PM – 3:15 PM  
**ESG ORAL SESSION**  
Room: Constellation E, 2nd Floor

### TUESDAY, MARCH 18

8:00 AM – 6:00 PM  
**REGISTRATION/CE DESK OPEN**  
Satellite Registration: Baltimore, 2nd Floor

**WKSP** 8:30 AM – 4:30 PM  
**Pre-Conference Workshop T1**  
ADOPTING SCRIPT IN YOUR ORGANIZATION (PRE-REGISTRATION REQUIRED)  
Moderator: Deborah Gordon-Messer, MPH, Society for Public Health Education (SOPHE)  
Room: Charles, 3rd Floor  
Presenter: Richard Windsor, MS, PhD, MPH, The George Washington University

10:00 AM – 5:00 PM  
**SOPHE HOUSE OF DELEGATES MEETING & LEADERSHIP WORKSHOP**  
Room: Baltimore, 2nd Floor

6:00 PM – 9:00 PM  
**SOPHE BOARD OF TRUSTEES MEETING, PART 1**  
Room: Baltimore, 2nd Floor

### WEDNESDAY, MARCH 19

7:00 AM – 6:00 PM  
**REGISTRATION/CE DESK OPEN**  
Room: Constellation Foyer, 2nd Floor

**CASH** Child, Adolescent & School Health  
**ESG** Eta Sigma Gamma  
**HIST** History of Health Education  
**PHI** Priority Health Issues  
**PSE** Policy, Systems & Environmental Change  
**RND** Round Table  
**TECH** Health Education Technology  
**THINK** Think Tank  
**WKSP** Skill-Building Workshop  
\* Session is approved for advanced-level credit

## MANY THANKS TO OUR PLANNING COMMITTEE MEMBERS!

2014 ANNUAL MEETING TRUSTEE: SARA L. COLE, PHD, MCHES

Janice Arnold  
Adenike Bitto  
Alexis Blavos  
Sheila Bogan  
Jodi Brookins Fisher  
Thometta Brooks  
Melissa Butcher  
Robin Chipman  
Claudia Coggin  
Michaela Conley  
Jennifer Conner  
Mehrete Girmay  
Karen Denard Goldman  
Ashley DeStefano  
Khalia Fleming  
Kentya Ford  
Lucy Forgione  
Emily Glazer  
Sherry Grover  
Daphnee Guillaume  
Alisha Hemani  
Jim Hopla  
Patricia Horace  
Lola Houston-Hager  
Dalana Johnson  
Ping Hu Johnson  
Demetrice Jordan  
Jagdish Khubchandani  
JoAnn Kleinfelder  
Jenny Lee  
Deneen Long  
Beth Lustig

Patsy Malley  
Patricia McDiarmid  
Krista Mincey  
Joyce Morris  
Kate Morrison  
Leah Neubauer  
Debola Ola  
Rebecca Olsen  
Carolyn Parks  
Sheila Patterson  
Jane Petrillo  
Ashley Phillips  
Jessica Ponce  
Kandice Porter  
Rebecca Reeve  
Marilyn Rice  
Brandy Rollins  
Mary Shaw  
Robert Simmons  
Jennifer St.Clair Russell  
Chandra Story  
Marlene Tappe  
Karen Taylor  
Amy Thompson  
Rachel Torres  
Jennifer Tripken  
Janis Valmond  
Debra Vinci  
Linda Vo-Green  
Tyler Watson  
Deitra Wengert  
Brittan Wood

# DETAILED SCHEDULE

8:00 AM – 12:00 PM

## **SOPHE BOARD OF TRUSTEES MEETING, PART 2**

Room: Baltimore, 2nd Floor

## **EXHIBIT SET-UP**

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

## **POSTER GROUP A SET-UP**

Room: Atrium/Harborview, 2nd Floor

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

Moderator: Jennifer Conner, MPA, MPH, CHES, Marion County Public Health Department

Room: Columbia, 2nd Floor

USING THE HECAT TO DEVELOP AN EFFECTIVE HEALTH EDUCATION SCOPE AND SEQUENCE (SEPARATE REGISTRATION FEE)

Presenters: Susan Telljohann, HSD, The University of Toledo; Joseph Dake, PhD, MPH, The University of Toledo

## **FAHE BOARD MEETING**

Room: Chesapeake A, 3rd Floor

8:00 AM – 5:00 PM

## **STUDENT CASE STUDY COMPETITION**

Room: Charles, 3rd Floor

9:30 AM – 11:30 AM

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

Moderator: Kathleen McInvale, MPH, Florida International University

Room: Chesapeake B, 3rd Floor

SOPHE AND ESG STUDENT AND BUDDING PROFESSIONALS WORKSHOP: NAVIGATING THE WORKPLACE, PART 2 – MAKING CONNECTIONS THROUGH CONNECT GROUPS, SUPPORTED BY NCHEC (SEPARATE REGISTRATION FEE)

Presenters: Alexis Blavos, MEd, MCHES, University of Toledo; Kentya H. Ford, DrPH, CHES, University of Texas at Austin; Mehrete Girmay, BA, Southern Illinois University; Brandy M. Rollins, PhD, MPH, CHES, Shaw & Associates, LLC

11:00 AM – 12:30 PM

## **HEALTH PROMOTION PRACTICE EDITORIAL MEETING**

Room: Frederick, 2nd Floor

11:45 PM – 12:45 PM

## **SOPHE SNAPSHOT & MEETING MENTORING PROGRAM**

Room: Annapolis, 2nd Floor

12:30 PM – 8:00 PM

## **EXHIBITS & POSTER GROUP A OPEN**

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

1:00 PM – 1:15 PM

## **WELCOME, OPENING REMARKS & DEDICATION OF THE 65TH ANNUAL MEETING**

Room: Constellation AB, 2nd Floor

Sara L. Cole, PhD, MCHES, 2014 Annual Meeting Trustee; M. Elaine Auld, MPH, MCHES, SOPHE Chief Executive Officer; Marc A. Zimmerman, PhD, University of Michigan

1:15 PM – 1:45 PM

## **SOPHE PRESIDENTIAL ADDRESS**

LOOKING TO THE FUTURE

Moderator: Sara L. Cole, PhD, MCHES, University of Central Oklahoma

Room: Constellation AB, 2nd Floor

Kelli R. McCormack Brown, PhD, CHES, FASHA, FAAHE, SOPHE President

1:45 PM – 2:30 PM

### **\* PLENARY I: KEYNOTE ADDRESS**

BUILD A HEALTHIER AMERICA FOR ALL: WHAT EACH OF US CAN DO

Moderator: Sara L. Cole, PhD, MCHES, University of Central Oklahoma

Room: Constellation AB, 2nd Floor

David R. Williams, PhD, MPH, Harvard School of Public Health

SUPPORTED BY THE ROBERT WOOD JOHNSON FOUNDATION

2:45 PM – 4:15 PM

## **CONCURRENT SESSIONS A**

### **\* CASH A1: Adolescent Sexual Health**

Moderator: Leah Neubauer, EdD, MA, DePaul University

Room: Constellation C, 2nd Floor

ENTERING THE TEEN ZONE: INCREASING ACCESS TO REPRODUCTIVE HEALTH SERVICES FOR SEXUALLY-ACTIVE ADOLESCENTS

Presenter: Donna Harris, MS, MCHES, Florida Department of Health in St. Lucie County

16 AND PREGNANT: PAROUS AND NULLIPAROUS ADOLESCENT PERCEPTIONS OF ADOLESCENT PREGNANCY AND MOTHERHOOD AS PORTRAYED IN REALITY TELEVISION

Presenter: Evelyn King-Marshall, PhD, MPH, CHES, University of Florida

A THEMATIC ANALYSIS OF THE VALUE PLACED ON SEX BY COLLEGE STUDENTS AND ITS IMPLICATION FOR SEXUAL HEALTH EDUCATION IN ADOLESCENCE AND YOUNG ADULTHOOD

Presenter: Stephanie Bennett, PhD, University of Kentucky

CONSIDERATIONS IN REPLICATING EVIDENCE-BASED SEXUAL HEALTH PROGRAMS AMONG AT-RISK YOUTH

Presenters: Nanci Coppola, DPM, MS, Program Reach, Inc; Mercy Mwaria, PhD, Program Reach, Inc.

### **TECH A2: Social Media and Social Marketing for Health Education**

Moderator: Michaela Conley, MA, MCHES, CSMS, CWP, HPCareer.net

Room: Constellation AB, 2nd Floor

VETO VIOLENCE: USING FACEBOOK TO EDUCATE PUBLIC HEALTH PROFESSIONALS & THE PUBLIC ABOUT VIOLENCE PREVENTION

Presenter: Nicole Soufi, BA, Westat, Health Communications

INTEGRATING SOCIAL MEDIA IN LOUISIANA'S YOUNG BREAST CANCER SURVIVORSHIP PROGRAM: SURVIVAT

Presenter: Donna Williams, MS, MPH, DrPH, Louisiana State University Health Sciences Center

DEVELOPMENT OF PEER-TO-PEER MEDIA INTERVENTIONS FOR INCREASING SELF-AWARENESS: THE GOOD, THE BAD, AND THE UGLY ABOUT VIOLENCE PREVENTION IN THE HIGH SCHOOL

Presenters: Kim Eilenbeger, BS, MEd, PH-CERT, MPH, Warren Hills Regional High School; Adenike Bitto, MD, MPH, DrPH, MCHES, Consultant Epidemiologist

SOCIAL MEDIA METRICS FOR STATE HEALTH DEPARTMENTS IN THE UNITED STATES

Presenters: Don Chaney, PhD, MCHES, East Carolina University; Mindy Menn, MS, CHES, University of Florida



# DETAILED SCHEDULE

## \* PSE A3: Understanding Policy & Advancing Advocacy

Moderator: Jerrica Mathis, MEd, SOPHE

Room: Constellation D, 2nd Floor

**AFFECTING SOCIAL DETERMINANTS OF HEALTH THROUGH POLICY CHANGE**

*Presenters: Chandra Story, PhD, Oklahoma State University; Crishel Kline, MS, Oklahoma State University*

**HEALTH EDUCATION OPPORTUNITIES UNDER THE AFFORDABLE CARE ACT: PERSPECTIVES FROM CAPITOL HILL, FEDERAL AGENCIES AND NONPROFITS**

*Presenters: Sue Lachenmayr, MPH, CHES, National Council on Aging; Fern Goodhart, MPH, MCHES, Office of Senator Tom Udall*

**YOUTH ADVOCACY IN TOBACCO PREVENTION: PASSING A TOBACCO RETAIL LICENSE ORDINANCE**

*Presenters: Megan Flynn, BA, Rescue Social Change Group; Melissa Janiszewski, BA, Denver Public Health*

**COMMUNITY INTEGRATED CARE SYSTEMS: MEANS FOR ADDRESSING HEALTHCARE'S TRIPLE AIM AND DECREASING SOCIAL INEQUITIES**

*Presenters: James Teufel, MPH, PhD, Mercyhurst University; Sue Lachenmayr, MPH, CHES, National Council on Aging*

## \* PHI A4: Addressing African American Health Issues

Moderator: Kamrun N. Mustafa, PhD, MA, MPA, Xavier University

Room: Constellation E, 2nd Floor

**USING PARTICIPATORY ACTION RESEARCH TO DEVELOP STROKE EDUCATION WITH AFRICAN AMERICAN WOMEN**

*Presenter: Claudia Beal, PhD, RN, Baylor University Louise Herrington School of Nursing*

**FACTORS ASSOCIATED WITH COLORECTAL CANCER SCREENING AMONG AFRICAN-AMERICAN MEN: A SYSTEMATIC REVIEW**

*Presenter: Charles R. Rogers, PhD, University of Minnesota Medical School*

**IMPLEMENTATION OF A RANDOMIZED CONTROLLED TRIAL TO INCREASE INFORMED DECISION MAKING FOR PROSTATE CANCER SCREENING FOR AFRICAN AMERICAN MEN IN CHURCH SETTINGS**

*Presenter: Darlene Saunders, PhD, MPH, BS, University of Maryland*

**TRANSLATING AN EVIDENCED-BASED DIABETES EDUCATION APPROACH INTO RURAL AFRICAN AMERICAN COMMUNITIES: THE WISDOM, POWER, CONTROL PROGRAM**

*Presenter: Ninfa Purcell, Health Studies, Texas A&M AgriLife Extension Service*

## PHI A5: The Role of Health Educators in Responding to Public Health Emergencies

Moderator: Melanie Sellers, MPH, SOPHE

Room: Constellation F, 2nd Floor

*Presenters: Dhitinut Ratnapradipa, PhD, MCHES, Southern Illinois University; Angela Mickalide, PhD, MCHES, Emergency Medical Services for Children National Resource Center; Tahlia Gousse, MPH, CHES, National Association of City and County Health Officials*

4:30 PM – 6:00 PM

## \* PLENARY II: A PANEL DISCUSSION ON HEALTH EDUCATORS' ROLE IN THE AFFORDABLE CARE ACT

Moderator: Fern Goodhart, MSPH, CHES, Office of Senator Tom Udall (NM)

Room: Constellation AB, 2nd Floor

*Cara James, PhD, Center for Medicare and Medicaid Services; Jessie Gruman, PhD, Center for Advancing Health; Robert Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; Jennifer Sullivan, MHS, Enroll America*

6:15 PM – 8:00 PM

## OPENING SOPHE & ESG NETWORKING RECEPTION SUPPORTED BY INDIANA UNIVERSITY DEPARTMENT OF APPLIED HEALTH SCIENCE

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

6:30 PM – 7:30 PM

## POSTERS WITH PRESENTERS – GROUP A

Room: Atrium/Harborview, 2nd Floor

7:30 PM – 8:00 PM

## POSTERS – GROUP A TEAR DOWN

Room: Atrium/Harborview, 2nd Floor

# THURSDAY, MARCH 20

7:00 AM – 4:00 PM

## REGISTRATION & CE DESK OPEN

Room: Constellation Foyer, 2nd Floor

7:00 AM – 8:15 AM

## POSTER GROUP B SET-UP

Room: Atrium/Harborview, 2nd Floor

7:15 AM – 8:15 AM

## SOPHE ALL MEMBER BUSINESS MEETING

Room: Constellation AB, 2nd Floor

7:15 AM – 8:15 AM

## SOPHE POLICY & ADVOCACY COMMITTEE MEETING

Room: Annapolis, 2nd Floor

7:00 AM – 9:00 AM

## COFFEE SERVICE

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

8:30 AM – 4:00 PM

## EXHIBITS/POSTER GROUP B OPEN

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

8:30 AM – 10:00 AM

## \* PLENARY III: INTEGRATING COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE

Moderator: Diane D. Allensworth, PhD, Professor Emeritus, Kent State University

Room: Constellation AB, 2nd Floor

*Panelists: Gene Carter EdD, ASCD; Lloyd Kolbe, PhD, Indiana University  
Respondents: Trina Menden Anglin, MD, PhD, Health Resources & Services Administration; Douglas S. McCall, International School Health Network*

# DETAILED SCHEDULE

10:00 AM – 10:15 AM

## COFFEE BREAK WITH EXHIBITORS

Room: Atrium/Harborview/Constellation Foyer

10:15 AM – 11:45 AM

## CONCURRENT SESSIONS B

CASH

### B1: Obesity Prevention in Youth

Moderator: Patricia Horace, RN, MSN, CHES, MD Anderson Cancer Center

Room: Constellation C, 2nd Floor

THE EFFECT OF SCHOOL-BASED POINT OF TESTING COUNSELING INTERVENTION ON WEIGHT STATUS, BLOOD LIPID PROFILE, AND BLOOD PRESSURE AMONG RURAL ADOLESCENTS

Presenter: Mary Murimi, PhD, RD, LD, Texas Tech University

THE CHILDREN'S HEALTHY EATING AND EXERCISE PROGRAM: REVIEW OF A SCHOOL-BASED OBESITY PREVENTION PROJECT FOR ELEMENTARY SCHOOL-AGE CHILDREN

Presenters: Laura Nabors, PhD, University of Cincinnati; Kenneth Woodson, MPH, University of Cincinnati

THE EFFECTIVENESS AND IMPACT OF PEER FACILITATORS WITHIN TEAM UP FOR HEALTHY LIVING

Presenter: Mary Ann Littleton, PhD, East Tennessee State University

CHILDHOOD OBESITY: SCHOOL-RELATED FACTORS AND HOME INFLUENCES IN SIX NORTH TEXAS COUNTIES

Presenters: Jacquelynn Meeks, DrPH, Cook Children's Health Care System; Mackenzie Cutshall, MPH, Cook Children's Health Care System; Adetoun Sodimu, MPH, Cook Children's Health Care System

TECH

### B2: Using Technology to Address Health Disparities

Moderator: Stacy Robison, MPH, MCHES, CommunicateHealth, Inc.

Room: Constellation F, 2nd Floor

SALUDOTODAY: A SOCIAL MEDIA CAMPAIGN FOR LATINO HEALTH

Presenter: Cliff Despres, BJ, UT Health Science Center at San Antonio

DO ONLINE FDA CONSUMER MATERIALS MEET INFORMATION NEEDS OF PEOPLE LIVING WITH HIV/AIDS?

Presenter: Sarah Pomerantz, MPH(c), University of Maryland

RIDING THE AIRWAVES: USING ETHNIC RADIO TO RAISE AWARENESS ABOUT CANCER NEWS AND INFORMATION IN MINORITY COMMUNITIES

Presenter: James Alexander, BA, National Cancer Institute

THE ROLE OF AFRICAN AMERICAN CHURCHES' ORGANIZATIONAL FACTORS IN THE IMPLEMENTATION OF AN ONLINE COMMUNITY HEALTH ADVISOR TRAINING PROGRAM

Presenter: Sherie Lou Santos, MPH, CHES, University of Maryland

PSE

### B3: Integrated Systems Change Efforts

Moderator: Brittan Wood, MPH, CHES, Public Health Accreditation Board

Room: Constellation D, 2nd Floor

HEALTHY EATING AND ACTIVE LIVING ZONE TARGETS UNDERSERVED POPULATIONS

Presenter: Monica Lewis, MS, Healthy Howard, Inc.

HEALTHY MAINE STREETS: TRANSFORMING COMMUNITIES THROUGH WORKSITE WELLNESS AND DOWNTOWN DEVELOPMENT – A SMALL COMMUNITIES COMMUNITY TRANSFORMATION GRANT

Presenters: Anne Ball, MA, Maine Development Foundation; Robin Hetzler, MPH, MCD Public Health

THE INNOVATIVE INTEGRATION OF OBESITY PREVENTION AND TOBACCO CONTROL IN RETAIL ENVIRONMENTS: LESSONS LEARNED AND PRACTICAL APPLICATIONS

Presenters: Ryan Coffman, MPH, Philadelphia Department of Public Health; Sara Solomon, MPH RD, Philadelphia Department of Public Health

A MULTISECTORAL COLLABORATION FOR PREVENTING INJURIES WHILE PROMOTING PHYSICAL ACTIVITY IN THE BUILT ENVIRONMENT

Presenters: Maryanne Bailey, MPH, CPH, Johns Hopkins Bloomberg School of Public Health, Center for Injury Research and Policy

\* PHI

### B4: Sexual Health and Sexual Risk Behavior

Moderator: Ashley Phillips, MPH, University of Illinois Extension

Room: Constellation E, 2nd Floor

NATIONAL DISSEMINATION OF THE WILLOW INTERVENTION FOR WOMEN LIVING WITH HIV/AIDS

Presenter: Carolyn P. Parks, PhD, MS, BS, CDC

SEXUAL HEALTH DISEASE AWARENESS: BELIEFS AND BARRIERS REGARDING CONDOM USE AMONG COLLEGE STUDENTS

Presenter: Christina Fisher, BS, University of Tampa

TESTING THE WATERS: ARE HEALTH EDUCATION SPECIALISTS WILLING TO CONDUCT RAPID HIV TESTING?

Presenters: Jacquie Fraser, PhD, Walden University; Angela Witt Prehn, PhD, Walden University

ENTRE MADRE E HIJA (EMH): A CERVICAL CANCER PREVENTION PROGRAM FOR INCREASING HPV VACCINE UPTAKE AMONG 11–17 YEAR OLD GIRLS ALONG THE TEXAS-MEXICO BORDER

Presenter: Daisy Morales-Campos, MA, PhD, The University of Texas Health Science Center at San Antonio

CASH

### B5: Continuing the Conversation: Integration of Coordinated School Health and the Whole Child Initiative

Moderator: Kandice Porter, PhD, Kennesaw State University

Room: Constellation AB, 2nd Floor

Presenters: Lloyd Kolbe, PhD, Indiana University; Trina Menden Anglin, MD, PhD, Health Resources & Services Administration; Douglas S. McCall, International School Health Network

11:00 AM – 1:00 PM

## SABPAC MEETING

Room: Lombard/Camden, 3rd Floor

12:00 PM – 1:00 PM

## POSTERS WITH PRESENTERS – GROUP B

Room: Atrium/Harborview, 2nd Floor

## COMMUNITIES OF PRACTICE ROUNDTABLES

Room: Constellation AB, 2nd Floor

## SOPHE 2014–2016 BOARD ORIENTATION

Room: Pratt/Calvert, 3rd Floor

12:45 PM – 2:45 PM

ESG

## ETA SIGMA GAMMA BOARD MEETING

Room: Baltimore, 2nd Floor

# DETAILED SCHEDULE

1:15 PM – 2:45 PM

## CONCURRENT SESSIONS C

### \* CASH C1: Social Media and Teen Health

Moderator: Linda Vo-Green, MPH, CHES, CDC

Room: Constellation C, 2nd Floor

WHO ARE THE BOYS TALKING TO?: USING SOCIAL NETWORK ANALYSIS AS AN EVALUATION TOOL FOR A MALE ADOLESCENT PREGNANCY PREVENTION PROGRAM

Presenters: Natoshia Askelson, MPH, PhD, University of Iowa; Addie Rasmusson, BA, Bureau of Family Health, Iowa Department of Public Health

PHILADELPHIA UJIMA 2.0 EXPLORING THE ROLE OF SOCIAL MEDIA IN TEEN HEALTH PROMOTION

Presenters: Candace Robertson-James, DrPH, Drexel University College of Medicine; Marie Plaisime, BA, Drexel University School of Public Health; Serita Reels, MPH, Drexel University College of Medicine

GETTING TOBACCO PREVENTION MESSAGES RIGHT: UNDERSTANDING HOW TEEN VALUES AFFECT TOBACCO CONTROL MESSAGES

Presenter: Jeffrey Jordan, MA, Rescue Social Change Group

ME, MYSELF AND YOU: CYBER BULLYING AS A DANGEROUS HOBBY AMONG RURAL HIGH SCHOOL STUDENTS IN THE 21ST CENTURY

Presenters: Adenike Bitto, MD, MPH, DrPH, MCHES, Consultant Epidemiologist; Kim Eilenbeger, BS, MEd, PH-CERT, MPH, Warren Hills Regional High School

### TECH C2: Using Technology to Teach Health Education

Moderator: Sherry Grover, PhD, CHES, Kaplan University

Room: Constellation F, 2nd Floor

COMPARING CHANGES IN CONTENT KNOWLEDGE BETWEEN ONLINE PROBLEM BASED LEARNING AND TRADITIONAL INSTRUCTION IN UNDERGRADUATE HEALTH PROFESSIONAL STUDENTS

Presenter: Kathleen Gould, EdD, MA, RD, LDN, Towson University

USING PARTICIPATORY ACTION RESEARCH AND GEOGRAPHICAL INFORMATION SYSTEMS TO ENHANCE CLASSROOM LEARNING AND PROMOTE PUBLIC HEALTH LITERACY AMONG COMMUNITY COLLEGE STUDENTS

Presenter: Lesley Rennis, EdD, MPH, CUNY Borough of Manhattan Community College Health Education Department

WHERE DATA, DESIGN, AND TECHNOLOGY MEET: EFFECTIVE INFOGRAPHIC STRATEGIES FOR PUBLIC HEALTH EDUCATORS

Presenter: Perrie Briskin, BA, CommunicateHealth

STRATEGIES, CONNECTIONS, AND IDEAS: BEST PRACTICES IN TEACHING PUBLIC HEALTH ONLINE

Presenters: Lori Dewald, EdD, ATC, MCHES, F-AAHE, A.T. Still University; Constance St. Germain-Driscoll, PhD, Esq., American Public University System

### PSE C3: Policy & Systems Change in Underserved Populations

Moderator: Chandra Story, PhD, MCHES, Oklahoma State University

Room: Constellation D, 2nd Floor

NAMING HEALTH ASSETS: A STRENGTH BASED APPROACH TO POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE IN RURAL APPALACHIA

Presenter: Leah Ferguson, MA, Buncombe County Health and Human Services

EVERYONE SWIMS: CREATING POLICY AND SYSTEM CHANGE THROUGH COMMUNITY PARTNERSHIPS TO INCREASE ACCESS TO SWIMMING AND WATER RECREATION FOR LOW INCOME AND DIVERSE CHILDREN AND FAMILIES

Presenters: Sarah Stempski, MPH, MCHES, Seattle Children's Hospital Family Resource Center; Elizabeth Bennett, MPH, MCHES, Seattle Children's Hospital External Affairs and Guest Services

INTEGRATING LGBTQ AWARENESS INTO A GENERAL CULTURAL COMPETENCE ONLINE COURSE FOR HEALTH PROFESSIONALS: KEY IMPLICATIONS FOR HEALTH EDUCATORS AND SYSTEMIC POLICY CHANGE

Presenter: Christina Dragon, MSPH, CDC

EXPLORING THE IMPACT OF THE MILLENNIUM VILLAGE PROMISE (MVP) HEALTH SECTOR INTERVENTIONS ON COMMUNITY NETWORKS: THE CASE OF SAURI MILLENNIUM VILLAGE IN WESTERN KENYA

Presenters: Billystrom Jivetti, PhD, Wiley College

### \* PHI C4: The Future of Health Education

Moderator: Kelly Bishop, MA, MCHES, FASHA

Room: Constellation AB, 2nd Floor

LESSONS LEARNED AND BEST PRACTICES FROM THE 21ST IUHPE WORLD CONFERENCE ON HEALTH PROMOTION AND EDUCATION  
SUPPORTED BY SOPHE GLOBAL HEALTH COMMUNITY OF PRACTICE

Presenters: Marilyn Rice, MA, MPH, Marilyn E Rice Consulting International, LLC; Rob Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; Bill Potts-Datema, MS, FASHA, FAAHE, CDC

HEALTH EDUCATION SPECIALIST PRACTICE ANALYSIS

Presenter: James McKenzie, MEd, PhD, MPH, MCHES, FAAHE, Penn State University

CEPH'S NEW PROCESS FOR UNDERGRADUATE ACCREDITATION IN COMMUNITY/PUBLIC HEALTH EDUCATION: A PILOT ASSESSMENT OF CRITICAL COMPONENT ELEMENTS IN TWO UNIVERSITY PROGRAMS

Presenters: David Birch, PhD, MCHES, The University of Alabama; Jorge Figueroa, PhD, University of North Carolina Wilmington

THE SHIFTING LANDSCAPE OF ACCREDITATION IN SCHOOL HEALTH EDUCATION: IMPLICATIONS FOR THE HEALTH EDUCATION PROFESSION

Presenters: David A. Birch, PhD, MCHES, University of Alabama; John P. Allegrante, PhD, Teachers College, Columbia University

### PHI C5: Racial & Ethnic Approaches to Community Health (REACH) 2014

Moderator: Mary Shaw, PhD, MCHES, Florida International University

Room: Constellation E, 2nd Floor

MUJER SANA, FAMILIA FUERTE: A CULTURALLY COMPETENT AND LINGUISTICALLY APPROPRIATE CERVICAL CANCER INTERVENTION FOR LATINOS

Presenter: Manuela McDonough, MPH, CPH, National Council of La Raza

MOVING BEYOND PINK: TO END BREAST CANCER DISPARITIES

Presenter: Valerie L. Rochester, MPA, Black Women's Health Imperative

PLACE MATTERS: REDUCING INEQUITIES THROUGH INTERNET BASED TOOLS

Presenter: Autumn Saxton-Ross, PhD, Joint Center for Political and Economic Studies



# DETAILED SCHEDULE

## SHARING TRIBAL SUCCESS STORIES IN COMMERCIAL TOBACCO CONTROL & PREVENTION

*Presenter: Stephanie Bliss, MS, Inter-Tribal Council of Michigan*

## NATIONAL ASIAN AMERICAN AND PACIFIC ISLANDER NETWORK TO ELIMINATION HEALTH DISPARITIES: CULTURALLY COMPETENT PUBLIC HEALTH EDUCATION AND LEADERSHIP DEVELOPMENT

*Presenter: Rod Lew, MPH, Asian Pacific Partners for Empowerment, Advocacy and Leadership*

## SOPHE SUSTAINABLE SOLUTIONS FOR HEALTH EQUITY: EVALUATION OF CHAPTERS' IMPLEMENTATION AND DISSEMINATION OF CULTURALLY RELEVANT COMMUNITY-BASED DIABETES PROGRAMS

*Presenter: Nicolette Warren, MS, MCHES, Society for Public Health Education*

**2:45 PM – 3:00 PM**

### COFFEE BREAK WITH EXHIBITORS

**Room: Atrium/Harborview/Constellation Foyer**

**3:00 PM – 4:00 PM**

### \* **PLENARY IV: 2014 ELIZABETH FRIES HEALTH EDUCATION AWARD PRESENTATION & LECTURE** ON PURPOSE: A RENEWED DIRECTION FOR FULL ENGAGEMENT IN LIFE AND HEALTH

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

**Room: Constellation AB, 2nd Floor**

*Presentation of Elizabeth Fries Award: Viktor Bovbjerg, PhD*

*Presenter: Victor J. Strecher, PhD, MPH, University of Michigan School of Public Health*

**SUPPORTED BY THE JAMES F. AND SARAH T. FRIES FOUNDATION**

**4:00 PM – 4:15 PM**

### PRESENTATION OF STUDENT CASE STUDY COMPETITION AWARDS

**Room: Constellation AB, 2nd Floor**

**4:00 PM – 5:00 PM**

### SOPHE 2015 ANNUAL MEETING PLANNING COMMITTEE

**Room: Annapolis, 2nd Floor**

**4:00 PM – 5:00 PM**

### SOPHE COMMUNICATIONS COMMITTEE MEETING

**Room: Hotel Restaurant**

**4:00 PM – 5:00 PM**

### SOPHE COMMUNITIES OF PRACTICE CHAIRS MEETING

**Room: Baltimore, 2nd Floor**

**4:30 PM – 6:00 PM**

### POSTERS – GROUP B TEAR DOWN

**Room: Atrium/Harborview**

**4:30 PM – 5:30 PM**

### SOPHE HEALTH EQUITY PROJECT MEETING

**Room: Camden, 3rd Floor**

**7:00 PM – 11:00 PM**

### SOPHE AWARDS CEREMONY GALA (BY TICKET)

**Location: National Aquarium (located in the Inner Harbor, a short walk from the conference hotel)**

## FRIDAY, MARCH 21

**6:30 AM – 4:00 PM**

### REGISTRATION & CE DESK OPEN

**Room: Constellation Foyer**

**7:00 AM – 8:15 AM**

### POSTER GROUP C SET-UP

**Room: Atrium/Harborview, 2nd Floor**

**WKSP**

**7:00 AM – 8:30 AM**

### Early Riser Workshop

ACCREDITATION FOR STANDALONE BACCALAUREATE PROGRAMS IN PUBLIC HEALTH

*Moderator: Caile Spear, PhD, MCHES, FAAHE, Boise State University*

**Room: Pratt, 3rd Floor**

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

**7:15 AM – 8:15 AM**

### PAST PRESIDENTS BREAKFAST MEETING

**Room: Calvert, 3rd Floor**

**7:15 AM – 8:15 AM**

### SOPHE 2014 ANNUAL MEETING PLANNING COMMITTEE MEETING

**Room: Frederick, 2nd Floor**

**7:15 AM – 8:15 AM**

### SOPHE CHES STUDY GUIDE PLANNING GROUP MEETING

**Room: Baltimore, 2nd Floor**

**7:15 AM – 8:15 AM**

### SOPHE FINANCE COMMITTEE MEETING

**Room: Annapolis, 2nd Floor**

**7:15 AM – 8:15 AM**

### SOPHE PUBLICATIONS COMMITTEE MEETING

**Room: Constellation F, 2nd Floor**

**\* ESG**

**8:15 AM – 11:15 AM**

### ETA SIGMA GAMMA BUSINESS MEETING & AWARD PRESENTATIONS

**Room: Columbia, 2nd Floor**

**8:30 AM – 3:30 PM**

### EXHIBITS/POSTER GROUP C OPEN

**Room: Atrium/Harborview, 2nd Floor**

**8:30 AM – 9:15 AM**

### \* **PLENARY V: CHALLENGING GLOBAL PUBLIC HEALTH**

PROTECTING AGAINST NON-COMMUNICABLE DISEASE (NCD) RISKS AND PROMOTING HEALTH

*Moderator: Marilyn Rice, MA, MPH, CHES, Marilyn E. Rice Consulting International, LLC*

**Room: Constellation AB, 2nd Floor**

*Presenter: Carlos Santos-Burgoa, MD, MPH, PhD, Pan American Health Organization*

# DETAILED SCHEDULE

9:15 AM – 9:30 AM

## COFFEE BREAK WITH EXHIBITORS

Room: Atrium/Harborview/Constellation Foyer, 2nd Floor

9:30 AM – 10:30 AM

## CONCURRENT SESSIONS D

### CASH D1: Health Policy in the School Setting

Moderator: Sara Cole, PhD, MCHES, University of Central Oklahoma

Room: Constellation C, 2nd Floor

LOGIC ANALYSIS TO SUPPORT IMPLEMENTATION OF INTERVENTIONS TARGETING HEALTHY LIFESTYLES IN CANADIAN PRIMARY SCHOOLS

Presenter: Yves Jalbert, PhD, Quebec's National Institute of Public Health

LESSONS LEARNED FROM A COMMUNITY-BASED PARTICIPATORY RESEARCH MENTAL HEALTH PROMOTION PROGRAM FOR AMERICAN INDIAN YOUTH

Presenter: Sarah Langdon, MPH, CHES, Maya Angelou Center for Health Equity at Wake Forest School of Medicine

### \* THINK D2: What Should Be Included in the Training of Doctoral Level Health Educators: A Dialogue

Moderator: Jagdish Khubchandani, MBBS, MPH, PhD, Ball State University

Room: Constellation D, 2nd Floor

Presenters: Kelli McCormack Brown, PhD, CHES, Georgia College & State University; Robert S. Gold, PhD, DrPH, University of Maryland; Larry Olsen, MAT, DrPH, MCHES, A.T. Still University; Buzz Pruitt, EdD, Texas A&M University; Meg E. Sheppard, PhD, CHES, A.T. Still University; Mohammad Torabi, MPH, PhD, Indiana University

### \* THINK D3: Call to Action: Implementing the Recommendations of the RWJF Commission to Build a Healthier America 2013–2014

Moderator: Adenike Bitto, MD, MPH, DrPH, MCHES, FRSPH, Consultant

Room: Constellation AB, 2nd Floor

Presenters: Robin Mockenhaupt, PhD, MPH, MBA, Robert Wood Johnson Foundation; Kristine Nasto, BA, Robert Wood Johnson Foundation

### PHI D4: Health Issues in Older Adults

Moderator: Emily Glazer, MS, CHES, Health Education Consultant

Room: Constellation E, 2nd Floor

UNDERSTANDING HYPERTENSION MANAGEMENT IN OLDER ADULTS THROUGH THE LENS OF THE HEALTH BELIEF MODEL

Presenter: Marylen Rimando, PhD, MPH, CHES, CPH, Georgia Southern University

HEALTHWISE: A SENIOR HEALTH & FITNESS COMMUNITY PROGRAM

Presenter: Rebecca Thompson, BS, CHES, Forsyth County Department of Public Health

THE HEALTHY BRAIN INITIATIVE ROAD MAP: EXPLORING STRATEGIES, CONNECTIONS AND IDEAS FOR HEALTH EDUCATORS RELATED TO COGNITIVE HEALTH, COGNITIVE IMPAIRMENT AND CAREGIVING

Presenter: Angie Deokar, MPH, CHES, CPH, National Center for Chronic Disease Prevention and Health Promotion; Carla Doan, MS, National Center for Chronic Disease Prevention and Health Promotion

HIST

### D5: Reinventing or Circumventing Our Mission: Have We Jumped the (Health Education Methods) Shark?

Moderator: Karen Denard Goldman, PhD, MCHES, Long Island University

Room: Constellation F, 2nd Floor

Presenters: Andrea Gielen, ScD, Johns Hopkins University; Brandye Nobiling, PhD, CHES, Salisbury University

10:45 AM – 12:15 PM

## CONCURRENT SESSIONS E

WKSP

### E1: "Risky, Unhealthy, and Illegal – Let's Avoid These If We Can!"

Moderator: Deitra Wengert, PhD, MCHES, Towson University

Room: Constellation C, 2nd Floor

Presenters: Su Nottingham, MA, Central Michigan University; Al Craven, MS, Adrian College

TECH

### E2: Mobile Technology in Health Promotion

Moderator: Ping Hu Johnson, PhD, CHES, Kennesaw State University

Room: Constellation F, 2nd Floor

DMTXT: A DIABETES-FOCUSED HEALTH TEXT MESSAGING PROGRAM FOR MEMBERS OF A MEDICAID HEALTH PLAN

Presenter: Anna Le Mon, MPH, MSSW, San Francisco Health Plan

PLANNED PARENTHOOD DIGITAL EDUCATION TOOLS FOR TEENS: DEVELOPMENT AND TESTING

Presenter: Julia Scheinbeim, MPH, Planned Parenthood Federation of America

EXPLORING THE IMPACT OF THE NATIONAL TEXT4BABY TEXT MESSAGING PROGRAM ON PROBLEM RECOGNITION, PERSONAL INVOLVEMENT, AND PERCEIVED CONSTRAINTS

Presenter: Erica Doxzen, MHS, University of Maryland

UTILIZING MOBILE TECHNOLOGY AS AN EFFECTIVE HEALTH PROMOTION TOOL TO CONNECT PARTICIPANTS WITH HEALTH INSURANCE RESOURCES AND INFLUENCE HEALTH BEHAVIORS AND ENGAGEMENT

Presenter: Caroline Anderson, MSPH, National Healthy Mothers Healthy Babies Coalition

\* PSE

### E3: Using Systems Change to Modify Environments

Moderator: Tyler Watson, MPH, DA, Brigham Young University – Idaho

Room: Constellation D, 2nd Floor

LEVERAGING COLLEGE PRESIDENTS' PERCEPTIONS WHEN ADOPTING AND IMPLEMENTING TOBACCO-FREE CAMPUS POLICIES

Presenter: Diana Reindl, PhD, The Ohio State University

PUTTING THE "HEALTH" BACK INTO "HEALTHCARE": MAKING THE HOSPITAL ENVIRONMENT CONDUCIVE TO WELLNESS

Presenter: Courtney Winston, DrPH, RD, LD, CDE, American University

SET-FREE COALITION APPROACH TO TOBACCO-FREE MULTI-HOUSING AREAS

Presenters: Thurman Brendlinger, MBA, Clean Air Council; Michael Halenar, MPH, Regional Tobacco Manager

EVALUATION OF THE US ARMY'S STANDARDIZED COMMUNITY HEALTH PROMOTION COALITION MODEL: METHODS, FINDINGS, AND APPLICATIONS TO COMMUNITY SETTINGS

Presenters: Anna Courie, RN, BSN, MS, Army Institute of Public Health, U.S. Army Public Health Command; Moira Rivera, PhD, Army Institute of Public Health, U.S. Army Public Health Command; Carrie Shult, MA, CHES, Army Institute of Public Health, U.S. Army Public Health Command

# DETAILED SCHEDULE

**PHI**

## **E4: Women's Health Issues**

Moderator: Daphnee Guillaume, MPH, CHES, University of South Florida

**Room: Constellation E, 2nd Floor**

**YO ME CUIDO: A LATINA BREAST HEALTH PROGRAM IN TAMPA BAY, FLORIDA**

*Presenter: Venessa Rivera Colon, MEd, Moffitt Cancer Center*

**MISCONCEPTION ABOUT THE RELATIONSHIP BETWEEN BREAST CANCER AND THE ENVIRONMENT AMONG THE STUDENTS AND STAFF AT ITHACA COLLEGE "A PILOT STUDY"**

*Presenter: Nahed Ali, PhD, MS, CHES, Ithaca College*

**DESIGN AND EVALUATION OF THE EFFICACY OF AN EDUCATIONAL INTERVENTION ABOUT THE GYNECOLOGICAL EXAM FOR WOMEN WITH DEVELOPMENTAL DISABILITIES**

*Presenter: Ritika Bhawal, MBBS, MPH, Indiana University*

**CAN FOUR MINUTES REALLY MAKE AN IMPACT WITH "REPEAT" PARTICIPANTS IN A BREAST CANCER PROGRAM? TESTING THE EFFECTIVENESS OF AN ABBREVIATED HEALTH EDUCATION INTERVENTION AMONG AMISH AND MENNONITE WOMEN**

*Presenters: Doretta Thomas, Center for Appalachia Research in Cancer Education; Barbara Miller, MSN, FNP-BC, Center for Appalachia Research in Cancer Education*

**RND**

## **E5: Global Health Career Opportunities: Learning from Global Health Education Mentors SUPPORTED BY SOPHE GLOBAL HEALTH COMMUNITY OF PRACTICE**

Moderators: Suzanne Miro, MPH, MCHES, New Jersey Department of Health; Robert Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University

**Room: Constellation AB, 2nd Floor**

*Presenters: Collins Airhihenbuwa, PhD, PhD, Penn State University; Robert Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; Bojana Berić, MD, PhD, Long Island University—Brooklyn; Jean Breny, PhD, MPH, Southern Connecticut State University; Darigg Brown, PhD, MPH, RTI International; Randall R. Cottrell, DEd, MCHES, University of North Carolina at Wilmington; Thomas M. Davis, HSD, MCHES, University of Northern Iowa; Bill Potts-Datema, MA, CDC; Marti Rice, MPH, CHES, Marilyn E Rice Consulting International, LLC*

**12:30 PM – 1:30 PM**

## **POSTERS WITH PRESENTERS – GROUP C & ETA SIGMA GAMMA POSTER PRESENTATIONS**

**Room: Atrium/Harborview, 2nd Floor**

**12:30 PM – 1:30 PM**

## **SOPHE AWARDS COMMITTEE MEETING**

**Room: Constellation F, 2nd Floor**

**12:30 PM – 1:30 PM**

## **SOPHE CONTINUING EDUCATION COMMITTEE MEETING**

**Room: Annapolis, 2nd Floor**

**12:30 PM – 1:30 PM**

## **SOPHE PROFESSIONAL DEVELOPMENT COMMITTEE MEETING**

**Room: Frederick, 2nd Floor**

**12:30 PM – 2:00 PM**

## **DEPARTMENT CHAIRS OF HEALTH EDUCATION MEETING**

**Room: Baltimore, 2nd Floor**

**1:45 PM – 3:15 PM**

## **CONCURRENT SESSIONS F**

**CASH**

## **F1: Youth Risk Behaviors**

Moderator: Linda E. Forsy, EdM, MCHES, Harris County Public Health and Environmental Services

**Room: Constellation C, 2nd Floor**

**EFFECTIVENESS OF BRIEF SCHOOL-BASED ALCOHOL**

**INTERVENTIONS: A SYSTEMATIC REVIEW AND META-ANALYSIS**

*Presenter: Emily Fisher, M.Phil, Vanderbilt University*

**IMPROVING PRESERVICE HEALTH EDUCATION TEACHERS EFFICACY TO PREVENT BULLYING VIA AUTHENTIC LEARNING EXERCISES ALIGNED WITH AAHE STANDARDS**

*Presenter: Jennifer Banas, CHES, MPH, MEd, EdD, Northeastern Illinois University*

**AN EXPLORATION OF TOBACCO POLICIES AT COLLEGES AND UNIVERSITIES HOUSING PREK – 12 SCHOOLS: IDENTIFYING BARRIERS AND AIDS TO PASSAGE OF POLICY**

*Presenter: Tara Gallien, PhD, CHES, East Carolina University*

**OPEN MIND AND DOORS FOR SUN PROTECTION: A THEATER PLAY FOR PRESCHOOLERS**

*Presenters: Friederike Stölzel, Dr. rer. medic., Dipl.-Psych., University Cancer Center at the University Hospital Carl Gustav Carus; Nadja Seidel, Dipl.-Psych., University Cancer Center at the University Hospital Carl Gustav Carus*

**TECH**

## **F2: Web-Based Resources for Health Education**

Moderator: Deneen Long, MA, Howard University

**Room: Constellation F, 2nd Floor**

**CDCYNERGY LITE: AN INTERACTIVE ONLINE HEALTH PROGRAM PLANNING/EVALUATION TOOL**

*Presenter: Barbara Lorraine Michiels Hernandez, PHD, MCHES, CDE, Lamar University*

**LEARNING THROUGH NEIGHBORS: INTEGRATING HEALTH EDUCATION EFFORTS ACROSS JURISDICTIONS**

*Presenter: Ilya Plotkin, MA, Public Health Foundation*

**SEVENTEEN DAYS: AN ENGAGING WEB-BASED BEHAVIORAL HEALTH INTERVENTION TO REDUCE THE RISK OF TEEN PREGNANCY AND SEXUALLY TRANSMITTED INFECTIONS IN THE HOME, CLINIC, OR COMMUNITY**

*Presenters: Vanessa Veltre, MSW, MT-BC, Carnegie Mellon University; Joan Eichner, MPH, MPA, CHES, University of Pittsburgh*

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**INNOVATIVE TECHNOLOGY FOR 21ST CENTURY EDUCATORS AND RESEARCHERS**

*Presenter: Nancy Hudson, RN, MS, CHES, HEAPhealthliteracy.com*

**\* PSE**

## **F3: Obesity Prevention**

Moderator: Jenny J. Lee, PhD, MPH, CHES, University of North Texas Health Science Center

**Room: Constellation D, 2nd Floor**

**BOOBY TRAPS: HOW BREASTFEEDING PROMOTION CAN UNDERMINE MATERNAL BREASTFEEDING EFFORTS**

*Presenter: Catherine Ma, PhD, M.Phil, MA, Kingsborough Community College*



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# DETAILED SCHEDULE

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## LESSONS LEARNED OVER 10 YEARS IN IMPROVING STUDENT PHYSICAL FITNESS, PHYSICAL ACTIVITY AND HEALTH EDUCATION IN 200 SCHOOLS IN GEORGIA

*Presenters: Diane Allensworth, PhD, Health MPowers; Christi Kay, MA, CHES, Health MPowers*

## THE ROLE OF STATE PUBLIC HEALTH IN SUPPORTING THE PHYSICAL ACTIVITY GUIDELINES: INCREASING ACCESS WITHIN THE BUILT ENVIRONMENT

*Presenter: Janet Heroux, MHS, MBA, New Jersey Department of Health; Kristen Wan, MS, PAPHS, Association of State and Territorial Health Officials (ASTHO)*

## INCREASING ACCESS TO HEALTHIER DRINKS IN RURAL CALIFORNIA: THE CA4HEALTH STORY

*Presenters: Katherine Hawksworth, MPH, California Project LEAN, Public Health Institute; Stephanie Nathan, MPH, Merced County Department of Public Health; Colleen Schenck, MFA, Mendocino County Health and Human Services Agency, Public Health Branch*

### \* **PHI** **F4: Preparing Health Professionals for Challenges in the 21st Century**

*Moderator: Carolyn P. Parks, PhD, CDC*

**Room: Constellation AB, 2ND Floor**

#### STOP DISCRIMINATION IN HEALTHCARE SETTINGS BEFORE IT STARTS: THE POSITIVE IMPACT OF CIVIL RIGHTS LAWS ON HEALTH DISPARITIES

*Presenters: Paritosh Kaul, MD, University of Colorado Denver School of Medicine; Kenneth D. Johnson, JD, Office for Civil Rights, HHS*

#### USING PHOTOVOICE TO TEACH CULTURAL COMPETENCE TO PUBLIC HEALTH PROFESSIONALS

*Presenter: Torhonda Lee, PhD, MCHES, Florida A&M University*

#### A MODEL FOR EFFECTIVE UNDERGRADUATE PREPARATION OF ENTRY-LEVEL HEALTH PROMOTION PRACTITIONERS: THE ROLE OF SERVICE LEARNING, INTERNSHIP EXPERIENCE, AND GROUP PROCESS

*Presenters: Emily Stevens, PhD, MA, Western Connecticut State University; Robyn Housemann, PhD, MPH, Western Connecticut State University; Denise Colaanni, MA, BSRN, Western Connecticut State University*

### **ESG** **F5: Eta Sigma Gamma Oral Session**

*Moderator: Holly T. Moses, PhD, MSHE, CHES, University of Florida*

**Room: Constellation E, 2nd Floor**

## ADVOCACY ACTIVITIES AND OPINIONS ON ADVOCACY PRIORITIES OF ETA SIGMA GAMMA NATIONAL HEALTH EDUCATION HONORARY MEMBERS

*Presenters: Carolyn Cox, PhD, MCHES, Truman State University; Jodi Brookins-Fisher, PhD, MCHES, Central Michigan University; Bethany Deakins, MPH, University of Toledo; Amy Thompson, PhD, CHES, University of Toledo*

## INNOVATIVE AGENDA-SETTING RESEARCH FOR ADVANCING AND INFLUENCING POLICY DEVELOPMENT FOR POLICY DRIVEN CHANGE

*Presenters: Charles Kozel, PhD, MPH, MCHES, New Mexico State University; Laura S. Valentino, MPH, MEd, CHES, Texas Woman's University*

## WRITING FOR ETA SIGMA GAMMA PUBLICATIONS: STRATEGIES FOR MAXIMIZING YOUR SUCCESS

*Presenters: Sheila Patterson, PhD, Cleveland State University; Mohammad Torabi, PhD, MPH, Indiana University*

**3:15 PM – 3:30 PM**

### **BREAK WITH EXHIBITORS**

**Room: Atrium/Harborview/Constellation Foyer, 2nd Floor**

**3:30 PM – 4:00 PM**

### **FDA'S TOBACCO 'REAL COST' CAMPAIGN FOR YOUTH**

*Presenter: Mitch Zeller, JD, Director, Center for Tobacco Products, Food & Drug Administration (FDA) (invited)*

### **CONCLUDING REMARKS**

*Presenter: Kelly Bishop, MA, MCHES, FASHA, SOPHE 2014–2015 President*

**Room: Constellation AB, 2nd Floor**

**3:30 PM – 4:30 PM**

### **EXHIBIT & POSTER GROUP C TEAR DOWN**

**Room: Atrium/Harborview/Constellation Foyer, 2nd Floor**

**4:30 PM – 6:00 PM**

### **SOPHE EXECUTIVE COMMITTEE MEETING**

**Room: Design Center, Ground Floor**

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# CONFERENCE ABSTRACTS

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## TUESDAY, MARCH 18

8:30 AM—4:30 PM

### **PRE-CONFERENCE WORKSHOP T1** **ADOPTING SCRIPT IN YOUR ORGANIZATION**

Room: Charles, 3rd Floor

*Presenter: Richard Windsor, MS, PhD, MPH, The George Washington University*

SOPHE's Smoking Cessation & Reduction in Pregnancy Treatment (SCRIPT) Program is an award-winning, evidence-based program shown to be effective in helping thousands of pregnant women quit smoking. It is designed to be a component of a patient education program for prenatal care providers, and it is cited by the Agency for Healthcare Research & Quality's Smoking Cessation Clinical Practice Guidelines. This one-day workshop is designed to train health educators and other professionals to promote, implement, and evaluate SCRIPT, now a reimbursable service under the Affordable Care Act. It teaches skills and provides insight on how the program can become part of routine prenatal care.

## WEDNESDAY, MARCH 19

8:00 AM—12:00 PM

### **PRE-CONFERENCE WORKSHOP W1** **USING THE HECAT TO DEVELOP AN EFFECTIVE HEALTH EDUCATION SCOPE AND SEQUENCE**

Room: Columbia, 2nd Floor

*Presenters: Susan Telljohann, HSD, The University of Toledo; Joseph Dake, PhD, MPH, The University of Toledo*

This workshop will engage participants in the process of developing a grades 6–12 health education scope and sequence using an innovative approach that utilizes key components of the newly revised Health Education Curriculum Analysis Tool (HECAT). The HECAT is an evidence informed tool developed by the CDC to help assess health education curricula. However, the HECAT also provides valuable information that can be used to assist in the development of a scope and sequence. During this interactive 4-hour workshop, participants will be guided through a 6-step process of developing a hypothetical health education scope and sequence for grades 6–12.

9:30 AM—11:30 AM

### **PRE-CONFERENCE WORKSHOP W2** **SOPHE AND ESG STUDENT AND BUDDING PROFESSIONALS WORKSHOP: NAVIGATING THE WORKPLACE, PART 2 – MAKING CONNECTIONS THROUGH CONNECT GROUPS, SUPPORTED BY NCHEC**

Room: Chesapeake B, 3rd Floor

*Presenters: Alexis Blavos, MEd, MCHES, University of Toledo; Kentya H. Ford, DrPH, CHES, University of Texas at Austin; Mehrete Girmay, BA, Southern Illinois University; Brandy M. Rollins, PhD, Shaw & Associates, LLC*

The overarching goal of this workshop is to equip students and budding professionals with the tools and skills to successfully navigate global job opportunities. Participants will identify critical attributes of a winning resume or CV and revise personal resumes during a hands-on roundtable activity with professionals from various work settings.

1:45 PM—2:30 PM

### **\* PLENARY I** **KEYNOTE ADDRESS – BUILD A HEALTHIER AMERICA FOR ALL: WHAT EACH OF US CAN DO**

Room: Constellation AB, 2nd Floor

**SUPPORTED BY The Robert Wood Johnson Foundation**

*David R. Williams, PhD, MPH, Harvard School of Public Health*

Policies in many sectors far removed from health have health consequences, highlighting the importance of a health in all policies approach. Dr. Williams will discuss key initiatives and directions from the Robert Wood Johnson Foundation's Commission to Build a Healthier America, specifically addressing recommendations related to early childhood and community development. The Commission's report features a call to action for multiple sectors of society, and this lecture will address the role health educators can play in improving the health of people in every neighborhood.

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## CONCURRENT SESSIONS A

2:45 PM—4:15 PM

### **\* CONCURRENT SESSION A1** **ADOLESCENT SEXUAL HEALTH**

Room: Constellation C, 2nd Floor

**ENTERING THE TEEN ZONE: INCREASING ACCESS TO REPRODUCTIVE HEALTH SERVICES FOR SEXUALLY-ACTIVE ADOLESCENTS**

*Donna Harris, MS, MCHES, Florida Department of Health—St. Lucie County; Josie Weiss, PhD, FNP-BC, FAANP, Florida Atlantic University; Wendy Bakeman, BS, The Vaccine and Gene Therapy Institute-Florida*

Healthy People 2020 identified the percentage of sexually active females receiving reproductive health services as a leading health indicator. However, adolescents face real and perceived barriers when seeking services. Teen Zone is a reproductive health clinic for adolescents in St. Lucie County, Florida. Using a Health Belief Model the clinic reduces barriers, educates on pregnancy/sexually-transmitted infection (STI) risks, and promotes the benefits of responsible choices. Return on investment

# CONFERENCE ABSTRACTS

analysis shows that services provided by Teen Zone are responsible for averting nearly \$250,000 in health costs annually. Teens can get condoms, hormonal contraception, and STI testing at their first visit. Evaluation indicates three positive outcomes by the 2nd visit: more teens reported using contraception, more teens reported using dual methods, and infected teens received STI treatment.

## 16 AND PREGNANT: PAROUS AND NULLIPAROUS ADOLESCENT PERCEPTIONS OF ADOLESCENT PREGNANCY AND MOTHERHOOD AS PORTRAYED IN REALITY TELEVISION

*Evelyn King-Marshall, PhD, MPH, CHES, University of Florida; Barbara Curbow, PhD, MA, BA, University of Florida*

The teen birth rate is higher in the US than other industrialized countries. We conducted 30 interviews with nulliparous and parous adolescents' age's 16–18 (avg. 17.4). Using NVivo we conducted a thematic analysis of responses to "thoughts on the show '16 and Pregnant' or 'Teen Mom'?" 53% were AA, 66% attended HS, and 60% had one or more children. Parous adolescents were more likely to believe the shows distorted reality (77%) compared to nulliparous (58%). Parous adolescents thought the show portrayed teen pregnancy/motherhood harder than it really was. Nulliparous adolescents thought the show provided an adequate description or downplayed the hardships. Findings highlight the need for adequate, consistent, and reality-based information on pregnancy prevention and consequences of premature childbearing.

## A THEMATIC ANALYSIS OF THE VALUE PLACED ON SEX BY COLLEGE STUDENTS AND ITS IMPLICATION FOR SEXUAL HEALTH EDUCATION IN ADOLESCENCE AND YOUNG ADULTHOOD.

*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 were collected from a number of undergraduate health and wellness courses to the question: "What value do you place on sex?" Using Braun and Clarke (2006) as an analytical guide, thematic analyses from two coders revealed a number of themes describing the values placed on sex by adolescents and young adults. The relevance to developing sexual health programs and the developmental components of sexual health in addition to future research in the area of the formation of sexual values and implications for new health education strategies based on the values students placed on sex will be discussed.

## CONSIDERATIONS IN REPLICATING EVIDENCE-BASED SEXUAL HEALTH PROGRAMS AMONG AT-RISK YOUTH

*Nanci Coppola, DPM, MS, Program Reach, Inc.; Mercy Mwaria, PhD, Program Reach, Inc.; Chia-Ching Chen, EdD, New York Medical College; Elaine Walker, PhD, Seton Hall University*

Successfully replicating evidence-based interventions (EBI) that have shown great promise in the past is the standard sought by agencies concerned with improving sexual health outcomes for youth. However, studies have found that replicating EBI is a challenging process. Some of the difficulties faced by adopters include balancing fidelity with adaptation; garnering and sustaining community support, and adjusting organizational structures and capacity. Using pertinent tenets of the Diffusion of Innovation theory and the Technology Transfer model as heuristic frameworks, this presentation will highlight the importance of the planning stage and pre-implementation considerations in replicating

Promoting Health Among Teens! a teen pregnancy prevention EBI The presentation describes lessons learned and their implications for extending the knowledge base in both practice as well as research.

## CONCURRENT SESSION A2 SOCIAL MEDIA AND SOCIAL MARKETING FOR HEALTH EDUCATION

Room: Constellation AB, 2nd Floor

### VETO VIOLENCE: USING FACEBOOK TO EDUCATE PUBLIC HEALTH PROFESSIONALS & THE PUBLIC ABOUT VIOLENCE PREVENTION

*Amelia Burke-Garcia, MA, Westat; Nicole Soufi, BA, Westat; Paula Orlosky Williams, MA, CDC*

Recognizing the value of Facebook as an educational tool, CDC launched the VetoViolence Facebook page to promote the importance of primary prevention. The page acts as a channel for disseminating various types of content and engaging targeted audiences to address the factors that put people at risk for experiencing or perpetrating violence. VetoViolence's Facebook activities, i.e. daily posts, educational applications, live 'Ask the



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# CONFERENCE ABSTRACTS

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Expert' events, and a user-generated video PSA contest, have led the page to consistently expand its fan base, engage its fans, and educate its community on the importance of ending violence before it occurs. Evaluation has led to improvements and successful implementation.

## INTEGRATING SOCIAL MEDIA IN LOUISIANA'S YOUNG BREAST CANCER SURVIVORSHIP PROGRAM: SURVIVEDAT

*Donna Williams, MS, MPH, DrPH, Louisiana State University Health Sciences Center; Yu-wen Chiu, MPH, DrPH, Louisiana State University Health Sciences Center; Kadie Rome, MPH, Louisiana State University Health Sciences Center; Helen McMillan, MSW, Louisiana State University Health Sciences Center; Truc Le, MIS, Louisiana State University Health Sciences Center*

SurviveDAT uses social media tools to reach young breast cancer survivors (YBCS) in southeast Louisiana. We created a website ([www.SurviveDAT.org](http://www.SurviveDAT.org)), a Facebook Page, and a Twitter account to reach, engage, and disseminate evidence-based health messages to YBCS and their families. To increase the awareness and utilization of our program and website, we launched Facebook advertising campaigns that target female users aged 18–44 years residing in the Baton Rouge or New Orleans area in July 2013. The ad campaigns contributed to the increase in website traffic and reached a large number of target women at a very reasonable cost. In summary, the evaluation of our social media tools and outreach campaigns provides preliminary evidence that social media is effective in reaching YBCS.

## DEVELOPMENT OF PEER-TO-PEER MEDIA INTERVENTIONS FOR INCREASING SELF-AWARENESS: THE GOOD, THE BAD, AND THE UGLY ABOUT VIOLENCE PREVENTION IN THE HIGH SCHOOL

*Kim Eilenberger, BS, MEd, PH-CERT, MPH, Warren Hills Regional High School; Adenike Bitto, MD, MPH, DrPH, MCHES, Consultant Epidemiologist; Brandon Fernandez, Warren Hills Regional High School; Selena Bella Thurber, Warren Hills Regional High School; Christopher Corey, BA, Warren Hills Regional High School*

Recent US news media portray horrifying incidences of violence. Precaution Adoption Process Model (PAPM) clearly indicates that individuals who are unaware that their oblivious practices regarding technology or other behavior can increase their risk of violence and injury usually do not take preventative action. Result: The Generation Y appropriate video clips were viewed by high school peers in their classrooms. The video screenings provided a targeted teaching moment and opportunity to move students along stages of PAPM. Conclusions: Produced by students' peers, these video clips are directly pertinent to help discuss potential threats in society, arising from how we live, and ways to handle dangerous situations. Video clips would be a great teaching tool to begin a unit on Public Safety Awareness.

## SOCIAL MEDIA METRICS FOR STATE HEALTH DEPARTMENTS IN THE UNITED STATES

*Julia Alber, MPH, University of Florida; Don Chaney, PhD, MCHES, East Carolina University; Mindy Menn, MS, CHES, University of Florida*

Social media tools are utilized in health promotion to disseminate health-related messages. The purposes of this study were to: describe changes in social media metrics over time for state health departments, identify and describe relationships between social media metrics, and provide rankings for social media metrics including Twitter, Facebook, and YouTube for all states in the U.S. Data were collected from September 2012 to May 2013 on social media statistics from state health departments. SPSS 21 was used

for all analyses including descriptive statistics and bivariate correlations between state social media statistics. This study shows social media use is continuing to increase among state health organizations. Future research is needed to analyze why certain changes reflect statistically significant increases in specific social media statistics.

## \* CONCURRENT SESSION A3

### UNDERSTANDING POLICY AND ADVANCING ADVOCACY Room: Constellation D, 2nd Floor

AFFECTING SOCIAL DETERMINANTS OF HEALTH THROUGH POLICY CHANGE  
*Chandra Story, PhD, Oklahoma State University; Vignetta Charles, PhD, AIDS United; Crishel Kline, MS, Oklahoma State University*

The Southern United states has higher rates of morbidity and mortality associated with HIV/AIDS compared to other parts of the country. The AIDS United Southern REACH initiative supports organizations in their efforts to build capacity for advocacy and policy change. The purpose of this presentation is to disseminate results from the 2012–13 evaluation in order to inform health practitioners of strategies for success. A retrospective, comparative case study for three grantee organizations was conducted. Policy successes included removal of mislabeled PLWHA from a sex offender registry in Louisiana and increased numbers of supportive housing units. Common strategies leading to policy success included skill based advocate development and data driven media messages. As a result, PLWHA experienced higher employment rates and increased access to health care.

## HEALTH EDUCATION OPPORTUNITIES UNDER THE AFFORDABLE CARE ACT: PERSPECTIVES FROM CAPITOL HILL, FEDERAL AGENCIES AND NONPROFITS

*Sue Lachenmayr, MPH, CHES, National Council on Aging; Fern Goodhart, MPH, MCHES, Office of Senator Tom Udall; Gerlinda Somerville, MPH, Substance Abuse and Mental Health Services Administration (SAMHSA)*

The Affordable Care Act (ACA) provides opportunities for health educators that will require focused advocacy at the national level and action at the state and local levels. Panel members from a U.S. Senator's office, the Substance Abuse and Mental Health Administration (SAMHSA) and a national nonprofit provide perspectives on the value proposition for health education as a reimbursable service within the ACA framework. Strategies include embedding health education services within new models such as Patient-Centered Medical Homes, Care Transitions/Reducing Hospital Readmissions, Accountable Care Organizations, Health Care Exchanges and Medicare Star Plans.

## YOUTH ADVOCACY IN TOBACCO PREVENTION: PASSING A TOBACCO RETAIL LICENSE ORDINANCE

*Megan Flynn, BA, Rescue Social Change Group; Melissa Janiszewski, BA, Denver Public Health*

In Denver, youth advocates are working to pass a tobacco retail license ordinance through the Licensed to Sell Tobacco Initiative (L2ST). L2ST is a grassroots youth-led advocacy campaign implemented by Evolverment, a national youth-led movement to prevent youth tobacco use, and Denver Public Health. In Spring 2013, Evolverment youth advocates collected 5,421 surveys to assess public opinion regarding youth access to tobacco and organized over a dozen events to educate community members about the importance of tobacco retail licensing. Evolverment members

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# CONFERENCE ABSTRACTS

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are currently working to increase and demonstrate support by collecting messages and photo pledges. Evolverment Denver is fully managed by Rescue Social Change Group and is based on Rescue SCG's proprietary youth engagement model that focuses on achieving tangible and quantifiable results.

## COMMUNITY INTEGRATED CARE SYSTEMS: MEANS FOR ADDRESSING HEALTHCARE'S TRIPLE AIM AND DECREASING SOCIAL INEQUITIES

*James Teufel, MPH, PhD, Mercyhurst University; Sue Lachenmayr, MPH, CHES, National Council on Aging; Richard Birkel, PhD, MPA, National Council on Aging; Ellen Lawton, JD, National Center for Medical-Legal Partnerships*

Chronic disease has reached epidemic proportions in the U.S., with 91% of older adults having at least one chronic condition. Healthcare reform has reinforced the need for new systems of care. Community-Integrated Care Systems (CICS) are an evolving healthcare innovation. CICS bring together health and social service providers to better serve populations with complex care needs and to provide holistic, integrated care for patients. They also recognize that effective and efficient healthcare extends beyond medical and clinical care. Building off of experiences from 1) the Self-Management Alliance of the National Council on Aging, 2) nationally disseminating evidence-based health programs, 3) sustaining initiating and sustaining intersectoral and interdisciplinary partnerships, and 4) developing payor systems for health programs, examples of emerging CICS models will be shared.

## \* CONCURRENT SESSION A4

### ADDRESSING AFRICAN AMERICAN HEALTH ISSUES

Room: Constellation E, 2nd Floor

#### USING PARTICIPATORY ACTION RESEARCH TO DEVELOP STROKE EDUCATION WITH AFRICAN AMERICAN WOMEN

*Claudia Beal, PhD, RN, Baylor University Louise Herrington School of Nursing*

Background: African American women are less likely to know the symptoms of stroke and identify stroke risk factors than white women. Framework: A community-based participatory study sought to examine sources of health information; explore perceptions about the cause, seriousness and potential effects of stroke; and solicit ideas about increasing stroke awareness. Methods: Data were gathered at churches through focus groups and analyzed using qualitative content analysis. Findings: Stroke education campaigns do not adequately convey what stroke onset feels like or make stroke personal for African American women. Differences between stroke and myocardial infarction were unclear. Conclusions and Implications: Interventions to increase stroke awareness among African American women should address the experiential aspects of stroke onset and the physiology of stroke.

#### FACTORS ASSOCIATED WITH COLORECTAL CANCER SCREENING AMONG AFRICAN-AMERICAN MEN: A SYSTEMATIC REVIEW

*Charles R. Rogers, PhD, University of Minnesota Medical School; Patricia Goodson, PhD, Texas A&M University; Margaret J. Foster, MS, MPH, AHIP, Texas A&M University*

Owing to CRC's (Colorectal Cancer) high incidence and younger age at presentation among African-American men, CRC screening (CRCS) is warranted at age 45 rather than 50. However, the factors influencing young adult (i.e., < 50) African-American men's intention to screen

and/or their CRCS behaviors has not been systematically assessed. Utilizing Garrard's Matrix Method, we conducted a systematic literature review to (1) synthesize studies examining African-American men's knowledge, beliefs, and behaviors regarding CRCS; and (2) assess these studies' methodological quality. Six factors associated with CRC and CRCS emerged: previous CRCS, CRC test preference, perceived benefits, perceived barriers, CRC/CRCS knowledge, and physician support/recommendation. Studies were of medium methodological quality. Alongside a call for more rigorous research, this review provides important suggestions for practice and culturally relevant interventions.

#### IMPLEMENTATION OF A RANDOMIZED CONTROLLED TRIAL TO INCREASE INFORMED DECISION MAKING FOR PROSTATE CANCER SCREENING FOR AFRICAN AMERICAN MEN IN CHURCH SETTINGS

*Darlene Saunders, PhD, MPH, BS, University of Maryland; Cheryl Holt, PhD, FAAHP, University of Maryland; Daisy Le, MPH/MA, University of Maryland; Jimmie Slade, MA, BS, Community Ministry of Prince George's County; Min Qi Wang, PhD, MS, University of Maryland; Bettye Muwwakkil, PhD, ACCESS To Wholistic & Productive Living, Inc.; Nancy Atkinson, PhD, Westat*

African American men have the highest mortality rate for prostate cancer of any racial/ ethnic group in the United States. There are no clear guidelines on prostate cancer screening or a definitive test for detection. Informed decision making is the focus of educational interventions, in which men make the best choice based on their risk assessment (e.g., race, family history), knowledge, values, health literacy, and access to health services. The implementation of a spiritually based intervention to increase informed decision making for prostate cancer screening through African American churches will be described. The intervention framed health messages with spiritual themes, incorporated female health partners and health information technology. The 4-part men's health education workshops were implemented by 44 trained Community Health Advisors in 22 churches.

#### TRANSLATING AN EVIDENCED-BASED DIABETES EDUCATION APPROACH INTO RURAL AFRICAN AMERICAN COMMUNITIES: THE WISDOM, POWER, CONTROL PROGRAM

*Ninfa Purcell, Health Studies, Texas A&M AgriLife Extension Service; Luohua Jiang, Texas A&M University*

The purpose of this exploratory study is to assess the efficacy of this program specific to diabetes knowledge, self-efficacy, diabetes self-care, distress level, and A1C. A prospective, quasi-experimental, repeated-measure design was utilized to measure these outcomes. Study participants were assessed at baseline, 6-week post-intervention, and 3-month A1C follow-up. A total of 100 intervention and 14 control participants were recruited. At the post-test, participants in the intervention group reported significantly higher level of diabetes knowledge, higher self-efficacy, more self-care behaviors, lower distress level, and higher health status. This study demonstrates the initial success of translating a culturally adapted DSME program into rural African American communities and reveal important lessons learned in the process of implementing this type of program in the real-world settings of minority populations.

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## CONCURRENT SESSION A5

### THE ROLE OF HEALTH EDUCATORS IN RESPONDING TO PUBLIC HEALTH EMERGENCIES

Room: Constellation F, 2nd Floor

*Dhritinut Ratnapradipa, PhD, MCHES, Southern Illinois University; Angela Mickalide, PhD, MCHES, Emergency Medical Services for Children National Resource Center; Tahlia Gousse, MPH, CHES, National Association of City and County Health Officials*

Public health emergencies such as natural disasters and infectious disease outbreaks have impacted the health and safety of our nation and local communities. The skills of health educators make them valuable resources when preparing for potential emergencies and communicating response strategies to the masses when an emergency does occur. The effective response to an emergency event requires the multi-sector collaboration of resources, professionals, and volunteers at the local, state, and national level. This session will provide an overview of how health education professionals participate in efforts to prepare, respond, recover, and mitigate public health emergencies.

4:30 PM—6:00 PM

## \* PLENARY II

### A PANEL DISCUSSION ON HEALTH EDUCATORS' ROLE IN THE AFFORDABLE CARE ACT

Room: Constellation AB, 2nd Floor

*Jessie Gruman, PhD, Center for Advancing Health; Cara James, PhD, Center for Medicare and Medicaid Services; Robert Simmons, DrPH, MPH, MCHES, CPH; Thomas Jefferson University; Jennifer Sullivan, MHS, Best Practices Institute, Enroll America*

Implementation of the Affordable Care Act presents new opportunities for the public health and clinical workforces to improve the quality of care, engage patients and families as partners in care, and expand community-based programming to support disease prevention and health promotion. As the U.S. transitions to this new orientation, it is important to understand the role that health education specialists play in primary prevention and chronic disease management. This panel will provide an update on federal leadership in achieving the goals of ACA and where health educators are needed to achieve further progress; status of enrolling the uninsured in health plans and additional marketing/communication outreach; health educators' competencies that are relevant to ACA and examples of their application in diverse settings; and a précis on health reform from the patient's perspective.

## THURSDAY, MARCH 20

8:30 AM—10:00 AM

## \* PLENARY III

### INTEGRATING COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE

Room: Constellation AB, 2nd Floor

*Gene Carter, EdD, ASCD; Lloyd Kolbe, PhD, Indiana University; Respondents: Trina Menden Anglin, MD, PhD, Health Resources & Services Administration; Douglas S. McCall, International School Health Network*

This panel discussion brings together leaders in integrating coordinated school health and the Whole Child Initiative to address the health, well-being, and academic growth of students. The session will specifically discuss advances to integrate the health and education sectors across systems to improve outcomes for the whole child. Respondents will address the government and international perspectives in this movement.

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## CONCURRENT SESSIONS B

10:15 AM—11:45 AM

## CONCURRENT SESSION B1

### OBESITY PREVENTION IN YOUTH

Room: Constellation C, 2nd Floor

THE EFFECT OF SCHOOL-BASED POINT OF TESTING COUNSELING INTERVENTION ON WEIGHT STATUS, BLOOD LIPID PROFILE, AND BLOOD PRESSURE AMONG RURAL ADOLESCENTS

*Mary Murimi, PhD, RD, LD, Texas Tech University; Matthew Chrisman, PhD, Texas Tech University; Tiffany McAllister, MS, RD, LDN, Texas Tech University*

This study's objective was to examine the effects of point-of-testing counseling and school-based nutrition education on weight status, blood lipid profile, and blood pressure over a three-year period among junior high and high school students from a Southern, rural community. Every six months height, weight, BMI percentile, blood pressure, total cholesterol, HDL, LDL, and triglycerides were assessed. Point-of-testing counseling, which included personalized dietary and physical activity recommendations, was provided immediately after each screening. For the 51 students who attended at least 4 sessions, HDL levels increased significantly (1.3 mg/dL,  $p = 0.05$ ) between sessions one and four. Decreases were also seen in LDL levels (5.0 mg/dL), triglyceride values (8.7 mg/dL), systolic blood pressure (2.4 mmHg), diastolic blood pressure (1.0 mmHg), and BMI percentile (2.2 units).

THE CHILDREN'S HEALTHY EATING AND EXERCISE PROGRAM: REVIEW OF A SCHOOL-BASED OBESITY PREVENTION PROJECT FOR ELEMENTARY SCHOOL-AGE CHILDREN

*Laura Nabors, PhD, University of Cincinnati; Michelle Burbage, BA, University of Cincinnati; Kenneth Woodson, MPH, University of Cincinnati; Christopher Swoboda, PhD, University of Cincinnati; Chia-Liang Dai, MS, PhD(c), University of Cincinnati*

This presentation reviews the implementation of the Children's Health Eating and Exercise (CHEE) Program. This is a school-based program developed to disseminate information from the Stop Light or Traffic Light Diet developed by Leonard Epstein. This program presents information

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about improving healthy eating in the form of a traffic light, with red light foods (cake), yellow light foods (pasta and bread), and green light foods (fruit and vegetables) and increasing physical activity levels. This presentation will present a review of the program implementation and the results from the evaluation of program delivery over a school year in two different elementary schools. Results indicated that the program was successful in changing knowledge about healthy eating.

## THE EFFECTIVENESS AND IMPACT OF PEER FACILITATORS WITHIN TEAM UP FOR HEALTHY LIVING

*Mary Ann Littleton, PhD, East Tennessee State University; Deborah Slawson, PhD, RD, LDN, East Tennessee State University; William T. Dalton III, PhD, East Tennessee State University*

Team Up for Healthy Living tested an academic-community partnership approach using college students as facilitators to prevent obesity among 9th grade students in Southern Appalachia. This study focuses on the effectiveness and impact of college peer-facilitators in delivering health education material to younger peers. Students and teachers rated effectiveness of peer-facilitators as both instructors and change agents, and focus groups with peer-facilitators were conducted to uncover perceived benefits of the program. Focus group methods verified high teaching effectiveness ratings and moderate behavioral impact ratings from classroom teachers and students, but also uncovered many important issues with implementing peer-facilitator programs. The results indicate Team Up is a promising approach for reducing adolescent obesity rates in rural teens living in Southern Appalachia.

## CHILDHOOD OBESITY: SCHOOL-RELATED FACTORS AND HOME INFLUENCES IN SIX NORTH TEXAS COUNTIES

*Jacquelynn Meeks, DrPH, Cook Children's Health Care System; Mackenzie Cutchall, MPH, Cook Children's Health Care System; Adetoun Sodimu, MPH, Cook Children's Health Care System*

The Center for Children's Health uses the Collective Impact Model to address health issues at the community level. This approach addresses a complex issue through collaboration and partnerships. Childhood obesity, a multi-faceted health issue, is associated with short and long-term complications. Children spend more time in school than any other environment away from home; therefore, schools can play a role in obesity prevention. At home, there are modifiable behaviors related to screen time and vegetable/fruit consumption. Schools are able to create an environment conducive to healthy eating and physical activity, and to promote healthy behaviors outside of school. Parents can help prevent or impact the level of childhood obesity by reducing screen time for the entire family and modeling vegetable and fruit consumption.

## CONCURRENT SESSION B2 USING TECHNOLOGY TO ADDRESS HEALTH DISPARITIES Room: Constellation F, 2nd Floor

### SALUDTODAY: A SOCIAL MEDIA CAMPAIGN FOR LATINO HEALTH *Cliff Despres, BJ, UT Health Science Center at San Antonio*

Latinos face dire cancer health disparities. To promote Latino health, the Institute for Health Promotion Research at The UT Health Science Center at San Antonio creates culturally tailored websites, newsletters, articles, and videos for Latinos. To enhance the reach of these materials beyond its own contacts—and become a clearinghouse for reputable Latino health information—the IHPR built a social media campaign, SaludToday,

to bring its health research and that of others to Latino audiences. SaludToday has: generated an arsenal of followers, including national Latino groups, media outlets and even actors; reached a content-sharing agreement with NBC Latino; orchestrated Tweetchats; and earned a dozen Web Health Awards. The campaign serves a model for health organizations to increase their outreach with minimal cost and staff time.

### DO ONLINE FDA CONSUMER MATERIALS MEET INFORMATION NEEDS OF PEOPLE LIVING WITH HIV/AIDS?

*Olivia Carter-Pokras, PhD, University of Maryland; Jie Chen, PhD, University of Maryland; Robin Bloodworth, MPH, University of Maryland; Brieanne Kohrt, PhD, University of Maryland; Sarah Pomerantz, MPH(c), University of Maryland*

Racial/ethnic minorities are more likely to have low health literacy, are disproportionately affected by HIV/AIDS, and are less likely to know their HIV status. This research explored whether online consumer information regarding HIV/AIDS from the Food and Drug Administration (FDA) is culturally/linguistically appropriate and meets consumer needs and preferences. A systematic literature review, a sample keyword search on Google, and an evaluation of 36 FDA.gov consumer webpages about HIV/AIDS were conducted. Information provided on reviewed webpages did not reflect culturally/linguistically appropriate messages required to meet diverse audiences' health information needs and preferences. HHS information has limited visibility in search engine results, and consumers using search engines may find inconsistent messages across Department websites.

### RIDING THE AIRWAVES: USING ETHNIC RADIO TO RAISE AWARENESS ABOUT CANCER NEWS AND INFORMATION IN MINORITY COMMUNITIES

*James Alexander, BA, National Cancer Institute; Harry Kwon, PhD, MPH, MCHES, National Cancer Institute; Jill Bartholomew, MS, MBA, National Cancer Institute; Jane Jacobs, MS, National Cancer Institute*

Ethnic radio can serve as an ideal channel to disseminate health information to minority communities. The Multicultural Media Outreach (MMO) program at the National Cancer Institute (NCI) is a go-to resource for multicultural media outlets seeking evidence-based cancer information, education materials, and news tailored to minority communities and works with media partners to disseminate culturally relevant information through interviews, articles for ethnic newspapers, videos, and other Web-based and social media resources. This presentation will provide an overview of NCI's outreach through multicultural media and educational resources that available for immediate use, present examples of cancer communications to minority audiences through Web and radio channels, and describe the process and philosophy behind the development of content for these activities.

### THE ROLE OF AFRICAN AMERICAN CHURCHES' ORGANIZATIONAL FACTORS IN THE IMPLEMENTATION OF AN ONLINE COMMUNITY HEALTH ADVISOR TRAINING PROGRAM

*Sherie Lou Santos, MPH, CHES, University of Maryland; Erin Tagai, MPH, University of Maryland; Cheryl Holt, PhD, University of Maryland; Mary Ann Scheirer, PhD, MPIA, Scheirer Consulting; Janice Bowie, PhD, MPH, Johns Hopkins University Bloomberg School of Public Health*

With the rise in availability of the Internet, utilization of eHealth methodologies may be a promising tool in expanding the reach of evidence-based health interventions in faith-based organizations (FBOs). Organizational factors (OF) unique to FBOs will influence the success of these interventions. This work was conducted in the context of Project HEAL (Health through Early Awareness and Learning), an implementation



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study of an evidence-based cancer control intervention in 15 African American churches. Each church's Pastor completed the Faith-Based Organizational Inventory identifying various OFs that may influence the adoption, implementation, and dissemination of an intervention. This presentation will focus on OFs unique to FBOs that may contribute to the success of eHealth methodologies in the context of a peer health educator intervention within African American churches.

## **CONCURRENT SESSION B3** **INTEGRATED SYSTEMS CHANGE EFFORTS**

**Room: Constellation D, 2nd Floor**

### **HEALTHY EATING AND ACTIVE LIVING ZONE TARGETS UNDERSERVED POPULATIONS**

*Robin McClave, MS, Healthy Howard, Inc.; Monica Lewis, MS, Healthy Howard, Inc.*

The Healthy Eating and Active Living (HEAL) Zone is a strategy for achieving a significant and measurable impact on the health of a geographically defined community. Lessons derived from similar initiatives demonstrate that focused policy and environmental change efforts will be most successful when targeted toward an underserved population of 10,000–20,000 with documented health disparities. In Howard County, the 20723 zip code fits these criteria. Healthy Howard, Inc. is expanding on existing partnerships and multi-sectoral collaborations involving schools, workplaces, childcare and healthcare in addition to building new relationships with faith-based groups, civic associations, grocery stores and convenience stores to saturate the zone with overlapping strategies that build community capacity and promote healthy eating and active living.

### **HEALTHY MAINE STREETS: TRANSFORMING COMMUNITIES THROUGH WORKSITE WELLNESS AND DOWNTOWN DEVELOPMENT—A SMALL COMMUNITIES COMMUNITY TRANSFORMATION GRANT**

*Anne Ball, MA, Maine Development Foundation; Robin Hetzler, MPH, MCD Public Health*

Maine Development Foundation has partnered with Maine-based MCD Public Health to create vibrant downtowns through community leadership focused on developing place-based worksite wellness in small businesses (<20 employees). Public health partners and wellness providers are connecting with downtown development partners and small businesses owners with the purpose of learning each other's languages and developing long-lasting relationships. Through Healthy Maine Streets these new partners are working together to develop creative healthy opportunities for worksite wellness and community wellness. In this replicable model for downtown development and small employer worksite wellness, the partnership is gathering data to support the fact that healthy people build downtown vitality, fuel economic growth and strengthen our quality of place for future generations.

### **THE INNOVATIVE INTEGRATION OF OBESITY PREVENTION AND TOBACCO CONTROL IN RETAIL ENVIRONMENTS: LESSONS LEARNED AND PRACTICAL APPLICATIONS**

*Ryan Coffman, MPH, Philadelphia Department of Public Health; Sara Solomon, MPH, RD, Philadelphia Department of Public Health*

Over the last 10 years, obesity and smoking have led to 45,000 deaths annually, and accrued over \$1 billion in productivity losses and health care spending. Many Philadelphians live in environments that make unhealthy choices the default. Local research has shown that Philadelphians are subjected to more advertising for unhealthy foods and

tobacco products than other large cities in the U.S. Retail environments present an innovative opportunity to address policies and practices related to both tobacco and obesity prevention. In Philadelphia, we have integrated efforts in 220 Chinese takeout restaurants, over 600 corner stores, and nearly 40 farmers' markets. Successes, challenges and opportunities will be discussed related to retailer engagement, balancing profit-focused and public health-focused motivations, and generating buy-in for this integrated approach.

### **A MULTISECTORAL COLLABORATION FOR PREVENTING INJURIES WHILE PROMOTING PHYSICAL ACTIVITY IN THE BUILT ENVIRONMENT**

*Andrea Gielen, ScD, MSc, Johns Hopkins Bloomberg School of Public Health; Maryanne Bailey, MPH, CPH, Johns Hopkins Bloomberg School of Public Health; Keshia Pollack, PhD, MPH, Johns Hopkins Bloomberg School of Public Health*

Partners from the Johns Hopkins University, New York City Department of Health, and Society for Public Health Education collaborated to create the "Active Design Supplement: Promoting Safety" with support from the CDC. The purpose of this collaboration was to develop a companion to the original NYC Active Design Guidelines, and draw on the latest academic research and best practices in the field of injury prevention to provide professionals with information on how to build active—and safe—environments. The presentation will describe a variety of changes to the built environment that can enhance safety while still promoting physical activity, as well as strategies to engage the multiple stakeholders needed to facilitate these interventions (e.g., architects, urban planners, health behavior, and injury experts).

## **\* CONCURRENT SESSION B4** **SEXUAL HEALTH AND SEXUAL RISK BEHAVIOR**

**Room: Constellation E, 2nd Floor**

### **NATIONAL DISSEMINATION OF THE WILLOW INTERVENTION FOR WOMEN LIVING WITH HIV/AIDS**

*Carolyn P. Parks, PhD, MS, BS, CDC*

Interventions designed particularly for women living with HIV/AIDS (WLWH) are greatly needed. Women Involved in Life Learning from Other Women (WILLOW) is the first CDC evidence-based intervention designed specifically for WLWH. A small-group, peer-led, educational, social skills building, and community-based intervention, it provides women the information, support, self-efficacy and skills needed to reduce and eliminate their risks for HIV transmission. Data on the development, training, adaptation and diffusion processes of WILLOW between 2008 and 2012 indicated need for major changes in the intervention's training, structure, focus, materials and implementation strategies to enhance its effectiveness for the priority population. Methods employed in the dissemination process of WILLOW serve as a model for adaptation, translation, and national diffusion of an evidenced-based intervention from research to practice.

### **SEXUAL HEALTH DISEASE AWARENESS: BELIEFS AND BARRIERS REGARDING CONDOM USE AMONG COLLEGE STUDENTS**

*Christina Fisher, BS, University of Tampa; Mary Martinasek, PhD, CHES, CPH, University of Tampa*

Background: Young adults are at risk for sexual transmitted infections (STDs) due to the engagement in unprotected sexual relations. Methods: Two hundred forty-two college students (n=242) completed an online survey in the summer of 2013 to assess condom use in sexual practices and perception of disease protection. Results: Students believe that condom

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use does prevent sexually transmitted infections, however statistically significant gender differences in perception of protection were found when assessing specific STDs. Conclusion: Students have limited knowledge on the use of condoms during sexual intercourse as related to prevention of STDs. Students prefer receiving information on sexual health primarily by email; however other avenues are acceptable to college students. Public Health Implications: Gender specific communication strategies are needed to decrease STDs in college students.

## TESTING THE WATERS: ARE HEALTH EDUCATION SPECIALISTS WILLING TO CONDUCT RAPID HIV TESTING?

Jacque Fraser, PhD, Walden University; Angela Witt Prehn, PhD, Walden University; Doug Seubert, BA, Walden University; Anthony Santella, DrPH, Walden University

Approximately 1 in 5 people living with HIV are not aware of their infection; therefore, access to testing is an important part of public health. We hypothesized that health education specialists (HES) with high HIV knowledge and more favorable attitudes towards people living with HIV would be more willing to provide rapid HIV testing (RHT). In a national study with 1,421 HES, we found that participants who had high HIV knowledge and indicated they were more comfortable with HIV clients, HIV program planning and education, and homosexuality were statistically significantly more willing to be trained to conduct RHT than participants who had low HIV knowledge or were less comfortable. Health education specialists, with the proper knowledge and training, may be suitable to conduct RHT.

## ENTRE MADRE E HIJA (EMH): A CERVICAL CANCER PREVENTION PROGRAM FOR INCREASING HPV VACCINE UPTAKE AMONG 11–17 YEAR OLD GIRLS ALONG THE TEXAS-MEXICO BORDER

Daisy Morales-Campos, MA, PhD, The University of Texas Health Science Center at San Antonio; Deborah Parra-Medina, MPH, PhD, The University of Texas Health Science Center at San Antonio; Cynthia Mojica, PhD, The University of Texas Health Science Center at San Antonio

Cervical cancer incidence and mortality are higher for Hispanic women along the Texas-Mexico border than for other racial/ethnic groups. This could be reduced if Hispanic girls received the HPV vaccine, which prevents cervical cancer. However, few Hispanic girls compared to U.S. girls receive all three vaccine doses (35% vs. 42%). The EMH program utilizes lay health workers and peer educators to deliver education sessions and navigation support to mothers and their daughters. Mothers completing the program improved significantly in their HPV knowledge (mean change = 1.07, SD = 2.07,  $p = .001$ ; range 0–11) and HPV vaccine knowledge (mean change = 0.14, SD = 0.84,  $p = .02$ ; range 0–3). The program also has assisted 210 mothers and their daughters with completing the vaccine series.

## CONCURRENT SESSION B5

Room: Constellation AB, 2nd Floor

### CONTINUING THE CONVERSATION: INTEGRATION OF COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE

Lloyd Kolbe, PhD, Indiana University; Trina Menden Anglin, MD, PhD, Health Resources & Services Administration; Douglas S. McCall, International School Health Network

Plenary panelists will continue the conversation on breaking down silos between health and education in this 90-minute interactive discussion, allowing additional time for dialogue among the panelists and the audience.

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## CONCURRENT SESSIONS C

1:15 PM—2:45 PM

### \* CONCURRENT SESSION C1

#### SOCIAL MEDIA AND TEEN HEALTH

Room: Constellation C, 2nd Floor

#### WHO ARE THE BOYS TALKING TO?: USING SOCIAL NETWORK ANALYSIS AS AN EVALUATION TOOL FOR A MALE ADOLESCENT PREGNANCY PREVENTION PROGRAM

Natoshia Askelson, MPH, PhD, University of Iowa; Jennifer Turchi, MA, MS, University of Iowa; Daniel Elchert, BA, University of Iowa; Addie Rasmussen, BA, Iowa Department of Public Health

This presentation illustrates what network and communication changes happen during a proven-effective male adolescent pregnancy prevention program. The pre and posttest involved drawing networks and using stickers to indicate communication about topics (i.e., friendships, birth control). Descriptives and paired-t-tests were conducted. Forty boys participated. Boys cited family most frequently as the person they talked to about sexual health topics. Family was named the most in social networks. Boys talked significantly more with teachers at the posttest and cited facilitators of the program as sources for information about birth control and STIs. This study shows the potential for networks to support and amplify changes that start with the intervention, thus practitioners should incorporate networks and communication in programs.

#### PHILADELPHIA UJIMA 2.0 EXPLORING THE ROLE OF SOCIAL MEDIA IN TEEN HEALTH PROMOTION

Candace Robertson-James, DrPH, Drexel University College of Medicine; Marie Plaisime, BA, Drexel University School of Public Health; Serita Reels, MPH, Drexel University College of Medicine; Ana Núñez, MD, Drexel University College of Medicine

Social media use is pervasive, with most teens reporting daily use of a social networking site. This study aimed to assess social media usability in teens and identify recommendations. A social media survey was administered to 115 teens. Two focus groups were also conducted to elaborate on survey findings. Results indicate 95% of youth use social media. Teens were most likely to report using social media for connecting with family and friends rather than gathering information. They were also unable to identify reliable sources of health information. While teens agree that social media is important for health promotion, they acknowledged several barriers in using it to influence teen attitudes and behaviors. Best practices are needed to identify effective strategies for social media use with teens.

#### GETTING TOBACCO PREVENTION MESSAGES RIGHT: UNDERSTANDING HOW TEEN VALUES AFFECT TOBACCO CONTROL MESSAGES

Jeffrey Jordan, MA, Rescue Social Change Group

Tobacco prevention messages are often focused on the issues most important to public health officials without fully understanding which issues are important to adolescents. We will present focus group and survey findings from three research studies conducted in high schools ( $n=296$ ). Results include the values of high-risk teens, which tobacco messages are believed to be most effective, and their reactions to over 30 TV ads against tobacco use. Ads were evaluated generally as well as on nine different factors (ie: funny, serious, creative, etc) and on their styles (ie: reality, dramatization, etc). This session will present the values, facts,

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factors and styles that high risk teens most strongly associated with effectiveness and show examples of ads rated as most and least effective by teens.

**ME, MYSELF AND YOU: CYBER BULLYING AS A DANGEROUS HOBBY AMONG RURAL HIGH SCHOOL STUDENTS IN THE 21ST CENTURY**  
*Adenike Bitto, MD, MPH, DrPH, MCHES, Consultant Epidemiologist; Kim Eilenbeger, BS, MEd, PH-CERT, MPH, Warren Hills Regional High School*

Rapidly expanding global development and adoption of new technological devices enables effective sharing of targeted health education messages. On the other hand, the use of these electronic devices and inventions has not been universally beneficial to society. Cyber bullying is predicated on the now globally available, new methods of social communication that are widely used all over the world. In this high school survey, 52% of these students admitted that they had been subject to traditional bullying, but fewer—30% had experienced cyber bullying. Females and younger students were more likely to be cyber bullied. Cyber bullying is associated with unconscionable and deleterious adverse effects, as well as psychological/social devastation, and psychosocial maladjustment among the victims (and perhaps perpetrators too) including suicidal ideation.

## **CONCURRENT SESSION C2** **USING TECHNOLOGY TO TEACH HEALTH EDUCATION** Room: Constellation F, 2nd Floor

**COMPARING CHANGES IN CONTENT KNOWLEDGE BETWEEN ONLINE PROBLEM BASED LEARNING AND TRADITIONAL INSTRUCTION IN UNDERGRADUATE HEALTH PROFESSIONAL STUDENTS**  
*Kathleen Gould, EdD, MA, RD, LDN, Towson University*

Problem Based Learning (PBL) has been implemented in the education of health care professionals to bridge the gap between theoretical knowledge and practical application. PBL, a student centered instructional strategy, has also been suggested as a method to provide for active and collaborative learning in the online environment. Current research is inconclusive regarding the effect of online PBL on content knowledge change. Furthermore student self-directed learning readiness (SDLR) and motivation may affect student success in PBL and online learning environments. Findings from a study with undergraduate health professional students will be presented. The research explored changes in student content knowledge after participation in an online PBL module versus traditional instruction. The relationship between student SDLR and motivation with content knowledge change will also be presented.

**USING PARTICIPATORY ACTION RESEARCH AND GEOGRAPHICAL INFORMATION SYSTEMS TO ENHANCE CLASSROOM LEARNING AND PROMOTE PUBLIC HEALTH LITERACY AMONG COMMUNITY COLLEGE STUDENTS**  
*Lesley Rennis, EdD, MPH, CUNY Borough of Manhattan Community College*

Arguably the most important tenet of health education is to provide structured learning experiences designed to improve health literacy and develop life skills that promote individual and community health. This study investigates the utility of using Participatory Action Research (PAR) and Geographic Information System (GIS) technology as active learning pedagogies to enhance classroom learning and promote healthy lifestyles among students. The study will compare student engagement, learning outcomes, and research skills across two intermediate level courses. The body of literature on combining PAR and GIS is small and the

subset of literature on their use in the undergraduate classroom is even smaller. This investigation has the potential to enhance undergraduate health education classroom instruction promote public health literacy among community college students.

**WHERE DATA, DESIGN, AND TECHNOLOGY MEET: EFFECTIVE INFOGRAPHIC STRATEGIES FOR PUBLIC HEALTH EDUCATORS**  
*Xanthi Scrimgeour, MEd, MCHES, CommunicateHealth; Perrie Briskin, BA, CommunicateHealth*

The ability to collect and visualize large amounts of data is greater than ever before. How do we put data and design to the best use possible? Infographics are one popular answer. Though while they appear to be the latest trend, it is important to assess when infographics are the correct tool and when a different tool is needed. We will present several case studies of infographics developed for the World Health Organization, Agency for Toxic Substances and Disease Registry, and National Center for Environmental Health. For each case study, we will walk through the process of developing an infographic, including the importance of a content-driven strategy, finding the right data, and tailoring an infographic for your communication and education objectives.

**STRATEGIES, CONNECTIONS, AND IDEAS: BEST PRACTICES IN TEACHING PUBLIC HEALTH ONLINE**  
*Lori Dewald, EdD, ATC, MCHES, F-AAHE, Department of Health Education; Constance St. Germain-Driscoll, PhD, Esq., American Public University System*

Despite the growing popularity of distance education, there is much criticism regarding its ability to substitute for on-campus instruction and learning. The criticism has long been misdirected at technology itself. One viable source for criticism lies with the faculty. Lack of or poor quality training leads to underprepared faculty. This presentation demonstrates how to use a research-driven framework to prepare faculty to use and manage technology effectively in the delivery of high quality online instruction in public health.

## **CONCURRENT SESSION C3** **POLICY & SYSTEMS CHANGE IN UNDERSERVED POPULATIONS** Room: Constellation D, 2nd Floor

**NAMING HEALTH ASSETS: A STRENGTH BASED APPROACH TO POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE IN RURAL APPALACHIA**  
*Leah Ferguson, MA, Buncombe County Health and Human Services; Jill Fromewick, PhD, Sparrow Research Group*

As part of developing a change theory for the Community Transformation Project in Western North Carolina, we developed a concept of "health assets" which allowed us to inventory and name the spectrum of ordinances, policies, built environment elements, and resources—such as a farm stand or bike lane—that contribute to the health of our communities. Once identified, these health assets can be preserved, strengthened, or increased in number. This assets-based approach is essential in expressing connection among various strategies and our vision for transforming communities. This presentation explores our process of developing this concept, how it fits into our theory of change, and evidence of resonance with a broad spectrum of partners (governments, community-based organizations, clinical providers, and public health) across our region.

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# CONFERENCE ABSTRACTS

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EVERYONE SWIMS: CREATING POLICY AND SYSTEM CHANGE THROUGH COMMUNITY PARTNERSHIPS TO INCREASE ACCESS TO SWIMMING AND WATER RECREATION FOR LOW INCOME AND DIVERSE CHILDREN AND FAMILIES

*Sarah Stempski, MPH, MCHES, Seattle Children's Hospital Family Resource Center; Elizabeth Bennett, MPH, MCHES, Seattle Children's Hospital External Affairs and Guest Services*

Addressing obesity and drowning disparities by increasing access to safe swimming and water recreation may yield benefits for both obesity and injury prevention. Project planning was based on a social-ecological model of access to water recreation, and utilized the PRECEDE-PROCEED planning model along with a collaborative partnership model involving 14 water recreation and community clinic organizations. The objective was to improve policies and systems that would facilitate sustainable changes to improve access to swimming for low-income, diverse populations. Evaluation measures were partners hard wiring clinic screening for swimming ability, referrals from clinics to pools, scholarship accessibility, and attendance at swim programs. This program led to improvements in 76% of policies and systems identified by the community partners to impact access to swimming and water recreation.

INTEGRATING LGBTQ AWARENESS INTO A GENERAL CULTURAL COMPETENCE ONLINE COURSE FOR HEALTH PROFESSIONALS: KEY IMPLICATIONS FOR HEALTH EDUCATORS AND SYSTEMIC POLICY CHANGE  
*Christina Dragon, MSPH, CDC*

Cultural competence is a cornerstone of health education research and practice, especially in the realm of interpersonal communication and in training health care professionals. The medical issues and concerns of people who identify as Lesbian, Gay, Bisexual, and Transgender (LGBT), are often not well incorporate, or left out entirely from general cultural competence curricula. The history and evolution of the LGBT movement plays a significant role in how health professionals may perceive LGBT patients. Potential bias, stigma, and stereotypes can result in faulty health information and treatment. LGBT cultural competence must include selectivity of information to provide insight, but also prevent formation of additional or new stereotypes. These results can be adapted to other cultural competence trainings.

EXPLORING THE IMPACT OF THE MILLENNIUM VILLAGE PROMISE (MVP) HEALTH SECTOR INTERVENTIONS ON COMMUNITY NETWORKS: THE CASE OF SAURI MILLENNIUM VILLAGE IN WESTERN KENYA

*Billystrom Jivetti, PhD, Wiley College; S. Jeanetta, PhD, University of Missouri-Columbia; Jere Gilles, PhD, University of Missouri-Columbia*

For several decades, international development experts have been involved in attempts to help rural communities in Africa attain the economic development. The Millennium Village Promise is the recent strategy, which is designed as a bottom-up approach for empowering the rural communities. The aim of this study was focused on how relationships between exogenous and internal organizations in Sauri communities impacted community networks and how interventions would be sustained. Methodology involving qualitative interviews with key informants was used to collect data. The major findings indicated that the MVP had introduced new structures, reinforced collective action through development groups, and empowered the residents through health development interventions. This presents the policy makers with valuable lessons about the ramifications of time-bound development approaches on local communities.

## \* CONCURRENT SESSION C4 THE FUTURE OF HEALTH EDUCATION

Room: Constellation AB, 2nd Floor

LESSONS LEARNED AND BEST PRACTICES FROM THE 21ST IUHPE WORLD CONFERENCE ON HEALTH PROMOTION AND EDUCATION

**SUPPORTED by SOPHE Global Health Community of Practice**

*Marilyn Rice, MA, MPH; Rob Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; John Allegrante, PhD, Teachers College, Columbia University; Bill Potts-Datema, MS, FASHA, FAAHE, CDC*

In August, 2013 the 21st International Union for Health Promotion and Health Education (IUHPE) World Conference took place in Pattaya, Thailand with the overarching theme of "Best Investments for Health", drawing people from all over the world and offering a unique opportunity for participants from many different sectors, cultures and perspectives to share in a collaborative learning process. This session will present a summary of the lessons learned and best practices in health education and promotion that were advanced during the conference. Four national SOPHE members will share highlights as IUHPE organizational and session leaders, conference planners, and active participants representing the North American Regional Office (NARO) of IUHPE and discuss how SOPHE and its members can be active health education leaders in global health education.

HEALTH EDUCATION SPECIALIST PRACTICE ANALYSIS

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

SOPHE and the National Commission for Health Education Credentialing, Inc (NCHEC) are committed to developing and enhancing standards of professional preparation and practice for the Health Education profession. The Health Education Specialist Practice Analysis (HESPA) was launched by NCHEC and SOPHE in 2013 to validate the contemporary practice of entry- and advanced-level health education specialists, which will lead to an update of the Health Education Competencies and Sub-competencies. In this presentation, the 18-month process of this profession-wide effort will be described. This practice analysis impacts faculty, researchers and practitioners working in all settings; each should be informed how their profession is evolving so as to inform employers, students, policymakers, and other stakeholders.

CEPH'S NEW PROCESS FOR UNDERGRADUATE ACCREDITATION IN COMMUNITY/PUBLIC HEALTH EDUCATION: A PILOT ASSESSMENT OF CRITICAL COMPONENT ELEMENTS IN TWO UNIVERSITY PROGRAMS

*David Birch, PhD, MCHES, The University of Alabama; Randy Cottrell, DEd, MCHES, University of North Carolina Wilmington; Laura Raser King, MPH, MCHES, Council on Education for Public Health; Jorge Figueroa, PhD, University of North Carolina Wilmington*

The Council for Education in Public Health (CEPH) will implement an accreditation system for undergraduate programs in public health including those in community/public health education. CEPH will accept applications from baccalaureate programs in early-2014. This session will present an update of recent activities of the National Implementation Task Force for Accreditation in Health Education and details related to the CEPH undergraduate accreditation process. The CEPH information will include criteria for undergraduate program accreditation, a description of the application process including eligibility requirements, and the



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# CONFERENCE ABSTRACTS

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accreditation timeline including the self-study and site visit. The session will also include reports from two undergraduate programs that served as pilot sites for assessing their current curriculum coverage according to CEPH requirements. Time will be provided for discussion.

**THE SHIFTING LANDSCAPE OF ACCREDITATION IN SCHOOL HEALTH EDUCATION: IMPLICATIONS FOR THE HEALTH EDUCATION PROFESSION**  
*John P. Algrante, PhD, Teachers College, Columbia University; David A. Birch, PhD, MCHES, University of Alabama; M. Elaine Auld, MPH, MCHES, SOPHE; Alyson Z. Taub, EdD, MCHES, New York University*

The National Council on Accreditation of Teacher Education (NCATE) recently merged with the Teacher Education Accreditation Council (TEAC) to become the Council for the Accreditation of Educator Preparation (CAEP). With the sunset of AAHE in spring 2013, AAHPERD is currently recognized as the specialty professional organization (SPA) to review folios for teacher education programs in health education. To help determine SOPHE's role in the changing accreditation landscape, a School Health Education Accreditation Working Group was commissioned in summer 2013. This presentation will provide an update on CAEP, developments in accreditation, and state policies that impact accreditation; recommendations of SOPHE's School Health Education Working Group; and a discussion of the opportunities for health educators to be involved in the changing landscape of school health education accreditation.

## **CONCURRENT SESSION C5** **RACIAL & ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) 2014**

Room: Constellation E, 2nd Floor

*Manuela McDonough, MPH, CPH, National Council of La Raza; Valerie L. Rochester, MPA, Black Women's Health Imperative; Brian Smedley, PhD, Joint Center for Political and Economic Studies; Stephanie Bliss, MS, Inter-Tribal Council of Michigan; Rod Lew, MPH, Asian Pacific Partners for Empowerment, Advocacy and Leadership; Nicolette Warren, MS, MCHES, Society for Public Health Education*

The National Organizations that participate in Minority Communities Racial and Ethnic Approaches to Eliminate Health Disparities (MNOs REACH-US), a Centers for Disease Control and Prevention (CDC)-funded program, implement evidence based strategies to eliminate racial and ethnic differences in health. The approaches extend beyond a focus on a particular disease to include the broader context of the social determinants of health. MNOs with a national reach and broad community development agenda are uniquely suited to integrate strategic actions for community empowerment within a community health program. In this session grantees will discuss strategies that eliminate racial and ethnic health differences that are being disseminated at the local level with Racial and Ethnic Approaches to Community Health (REACH) funding, and lessons learned that can be transferred to other communities.

**3:00 PM—3:45 PM**

### **\* PLENARY IV**

#### **2014 ELIZABETH FRIES HEALTH EDUCATION AWARD PRESENTATION & LECTURE**

Room: Constellation AB, 2nd Floor

ON PURPOSE: A RENEWED DIRECTION FOR FULL ENGAGEMENT IN  
LIFE AND HEALTH

*Victor J. Strecher, PhD, MPH, University of Michigan School of Public Health*  
**SUPPORTED BY the James F. and Sarah T. Fries Foundation**

Long-held assumptions and beliefs about health, risk, behavior change, motivation, and engagement—subjects on which Dr. Strecher has been writing and speaking for years—are reconsidered. This presentation takes a journey through ancient and modern philosophy, literature, psychology, genetics, neuroscience, and Egyptology, where you will be introduced to an unlikely role model: a six-legged superhero with a unique relationship to a ball of excrement. In the presentation, Dr. Strecher will also demonstrate a platform of multimedia strategies designed to help people make quantum, meaningful, and fully engaged changes in their lives.

## **FRIDAY, MARCH 21**

**7:00 AM—8:30 AM**

### **FRIDAY MORNING EARLY RISER WORKSHOP** **ACCREDITATION FOR STANDALONE BACCALAUREATE PROGRAMS IN PUBLIC HEALTH**

ROOM: Pratt, 3rd Floor

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

The Council on Education for Public Health (CEPH), is a specialized accreditor recognized by the United State Department of Education to accredit schools and programs in public health at the baccalaureate, master's and doctoral levels. Over the past decade, CEPH has been identified as the preferred accreditor for undergraduate programs in community and public health and has developed criteria and procedures for standalone baccalaureate programs in public health (SBP). CEPH is now accepting applications for SBP. During this workshop, CEPH staff will present information on the application process including eligibility requirements, the accreditation timeline including the self-study and site visit, the criteria for SBP accreditation including a description of the curricular components. There will be opportunities for questions and discussion.

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# CONFERENCE ABSTRACTS

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8:30 AM—9:15 AM

**\* PLENARY V**

**CHALLENGING GLOBAL PUBLIC HEALTH: PROTECTING AGAINST NON-COMMUNICABLE DISEASE (NCD) RISKS AND PROMOTING HEALTH**

Room: Constellation AB, 2nd Floor

*Carlos Santos-Burgoa, MD, MPH, PhD, Unit Chief, Risk Factors, Department of Non Communicable Diseases and Mental Health, Pan American Health Organization / WHO*

This presentation shall address the macro situation on NCDs, their risks and assets regionally and globally, and how this impacts development. The challenge for Public Health is to get into the deepest concerns of economic and social interests to be able to protect and promote health. The current efforts from the regional perspective in the Americas and the Caribbean will then be used as examples where professionals need now to advance.

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## CONCURRENT SESSIONS D

9:30 AM—10:30 AM

**CONCURRENT SESSION D1**

**HEALTH POLICY IN THE SCHOOL SETTING**

Room: Constellation C, 2nd Floor

LOGIC ANALYSIS TO SUPPORT IMPLEMENTATION OF INTERVENTIONS TARGETING HEALTHY LIFESTYLES IN CANADIAN PRIMARY SCHOOLS

*Pascale Morin, PhD, University of Sherbrooke; Karine Demers, PhD(c), University of Sherbrooke; Yves Jalbert, PhD, Quebec's National Institute of Public Health; Marie-Claude Paquette, PhD, Quebec's National Institute of Public Health; Astrid Brousselle, PhD, Université de Sherbrooke*

Purpose: To support primary schools in initiating healthy lifestyle interventions, this qualitative study, based on a participatory design, aimed at using logic analysis to determine the validity of school interventions. Methodology: The study was conducted in 5 primary schools in Sherbrooke (Canada). Logic analysis tested intervention plausibility with a 3-step approach. Findings/Results: The activities were found to be pleasant, diverse, and of sound quality, which corresponds to best practices. Many activities lacked measurable objectives and strong links between the components. Participants said that the logic model represented a solution to staff overload by providing a tool for visualizing collaborative possibilities. Conclusions/Recommendations. Logic analysis can provide insights into an intervention's potential and be used to assess the link between the intervention and its intended effects.

LESSONS LEARNED FROM A COMMUNITY-BASED PARTICIPATORY RESEARCH MENTAL HEALTH PROMOTION PROGRAM FOR AMERICAN INDIAN YOUTH

*Sarah Langdon, MPH, CHES, Wake Forest School of Medicine; Shannon Golden, MA, Wake Forest School of Medicine; Rhonda Faircloth Maynor, Wake Forest School of Medicine; Elizabeth Arnold, PhD, LCSW, Wake Forest School of Medicine; Ronny Bell, PhD, MS, Wake Forest School of Medicine*

American Indian (AI) youth have the highest rates of suicide among racial/ethnic groups in the United States. Community-Based Participatory Research (CBPR) has been used successfully to address health issues in AI communities, but few programs focus on mental health. In partnership

with the Lumbee Tribe of NC, The Lumbee Rite of Passage (LROP) was a mixed-method, CBPR project that aimed to (Phase 1) understand suicide and its risk factors among Lumbee Indian youth, and (Phase 2) determine the impact of a tribally-run cultural program on suicidal ideation in Lumbee adolescents. Phase 1 participants expressed concerns regarding non-suicidal self-harm, bullying and depression. Data from Phase 2 participants showed a decrease in suicidal ideation. Culturally-tailored CBPR-based programming is essential for addressing adolescent mental health in AI communities.

**\* CONCURRENT SESSION D2**

**WHAT SHOULD BE INCLUDED IN THE TRAINING OF DOCTORAL LEVEL HEALTH EDUCATORS: A DIALOGUE**

Room: Constellation D, 2nd Floor

*Kelli McCormack Brown, PhD, CHES, Georgia College & State University; Robert A. Gold, PhD, DrPH, University of Maryland; Larry Olsen, MAT, DrPH, MCHES, A.T. Still University; Meg E. Sheppard, PhD, CHES, A.T. Still University; Mohammad Torabi, MPH, PhD, Indiana University*

The purpose of this panel presentation is to initiate discussion within the members of the health education profession as to what should be included in the doctoral level training of health educators. In this session we provide an overview from multiple vantage points on the potential content and pedagogy for health education doctoral programs. A number of conferences have been held over the years to examine health education professional preparation of graduate students with the last being held in the 1960s. This panel is reigniting this important topic for the health education profession.

**\* CONCURRENT SESSION D3**

**CALL TO ACTION: IMPLEMENTING THE RECOMMENDATIONS OF THE RWJF COMMISSION TO BUILD A HEALTHIER AMERICA 2013-2014**

Room: Constellation AB, 2nd Floor

*Robin Mockenhaupt, PhD, MPH, MBA, Robert Wood Johnson Foundation*

As a nation, we are not achieving our health potential. It is not only poor Americans who are affected; middle-class and wealthy Americans are also less healthy than their counterparts in other affluent countries. Factors outside of the medical care system, such as education, income, housing, and neighborhood features affect health. Building on the recommendations of the 2009 RWJF Commission to Build a Healthier America, in 2013 the Commission reconvened to identify actions that should be taken now to improve the health of all Americans, specifically through supporting health in communities and during early childhood. This Think Tank and breakout sessions focus on what actions conference participants and different sectors can play to improve the health of communities and of children, particularly in early childhood.

**CONCURRENT SESSION D4**

**HEALTH ISSUES IN OLDER ADULTS**

Room: Constellation E, 2nd Floor

UNDERSTANDING HYPERTENSION MANAGEMENT IN OLDER ADULTS THROUGH THE LENS OF THE HEALTH BELIEF MODEL

*Marylen Rimando, PhD, MPH, CHES, CPH, Georgia Southern University*

African Americans have higher prevalence, awareness, and poorer HTN management than Whites. Older adults had higher HTN prevalence than younger adults from 1998-2004. To improve HTN management, health

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educators could apply the Health Belief Model (HBM) to guide the planning of HTN education programs. The purpose of this study was to understand HTN management among African American older adults through the lens of the HBM. The findings provide a deeper understanding of participants' perceived severity and susceptibility to HTN, perceived barriers and benefits of HTN management, and environmental cues to action. The findings provide implications to improve practice transformation and redesign of HTN education in the future.

**HEALTHWISE: A SENIOR HEALTH & FITNESS COMMUNITY PROGRAM**  
*Rebecca Thompson, BS, CHES, Forsyth County Department of Public Health*

This session will discuss innovative ways for Adult Health Educators to increase physical activity levels among the senior population. By cooperatively creating programming with community-based partnerships and volunteers, the "HealthWise" Senior program was able in 2013 to set a Guinness World Record by utilizing all of its partners in setting the world record for "the most people doing a chair based exercise." Participants left the event motivated, enthusiastic, and proud of their accomplishment. The Health Educator leading this program is a certified Senior Fitness Specialist, who provides training and support for all of the HealthWise sites; and who works in partnership with local organizations to provide free, quality programs for the underserved senior community.

**THE HEALTHY BRAIN INITIATIVE ROAD MAP: EXPLORING STRATEGIES, CONNECTIONS AND IDEAS FOR HEALTH EDUCATORS RELATED TO COGNITIVE HEALTH, COGNITIVE IMPAIRMENT AND CAREGIVING**  
*Catherine Morrison, MPH, Alzheimer's Association; Angela Deokar, MPH, CHES, CPH, CDC*

As our population ages, the issues of cognitive health and impairment, including Alzheimer's disease, are receiving greater attention. The role for public health in these areas is emerging and provides an opportunity for health educators to provide leadership in developing and implementing innovative solutions and community efforts to address these concerns. Released in July 2013, The Public Health Road Map for State and National Partnerships provides action items for public health educators. Relevant action items include: increasing public awareness about dementia, reducing stigma about cognitive impairment and Alzheimer's disease, and examining evidence-based programs for opportunities to include persons with dementia and their caregivers. This presentation will explore applicable action items and provide tools and resources for health educators.

**CONCURRENT SESSION D5**  
**REINVENTING OR CIRCUMVENTING OUR MISSION:  
HAVE WE JUMPED THE (HEALTH EDUCATION  
METHODS) SHARK?**

**Room: Constellation F, 2nd Floor**

*Andrea Gielen, ScD, Johns Hopkins University; Brandye Nobiling, PhD, CHES, Salisbury University*

This session is a dynamic discussion of the history of public health education methods. Many adamantly assert (while others doggedly deny) that our profession has crossed a virtual Rubicon; that somewhere along the line, we sacrificed the principle of personal choice and voluntary behavior change in favor of the practicality of collective mandated/

legislated behavior change. In this session, panelists will take a stand in terms of health education as a whole and in terms of their respective areas of specialization (such as injury, school health). We will discuss: How did we get to this point? Does method even matter if data show improvements in public health? Where will how we approach behavior change lead us as a profession? How will we see ourselves and how will other professions see us if this trend continues? Come honor public health education specialists who have recently died, consider a methods timeline including methods-influencing factors, contribute to developing a policy-based behavior change force field analysis, compare policy and voluntary behavior change processes, and interact with panelists and other session participants.

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## CONCURRENT SESSIONS E

**10:45 AM—12:15 PM**

**CONCURRENT SESSION E1**  
**"RISKY, UNHEALTHY, AND ILLEGAL—  
LET'S AVOID THESE IF WE CAN!"**

**Room: Constellation C, 2nd Floor**

*Su Nottingham, MA, Central Michigan University; Al Craven, MS, Adrian College*

Examining healthy versus unhealthy relationships with reduction of risk in sexual health is the focus of this interactive workshop. Participants will experience adaptable, original activities for use with adolescent populations in classrooms, community settings, after-school, and in large and small groups. Demonstrated activities utilize best practices and brain based learning to increase positive behavior change and insight for perception of risk, reduction of risk, pregnancy prevention, safety, and healthy relationships. Materials may be utilized directly with adolescents in middle and high school, and included in teacher preparation programs in school health education and effective teaching of sexual health at the university level. Activities are inclusive, non-gender biased, and utilize interaction, and movement to enhance learning. Electronic/CD handouts of all activities will be provided to participants.

**CONCURRENT SESSION E2**  
**MOBILE TECHNOLOGY IN HEALTH PROMOTION**

**Room: Constellation F, 2nd Floor**

**DMTXX: A DIABETES-FOCUSED HEALTH TEXT MESSAGING PROGRAM FOR MEMBERS OF A MEDICAID HEALTH PLAN**

*Anna Le Mon, MPH, MSSW, San Francisco Health Plan*

DmTxx is an interactive diabetes text messaging program to improve patient engagement, health behaviors, and diabetes-related HEDIS measures. This program is informed by evidence-based research and clinical guidelines, as well as the Health Belief Model and RE-AIM. By project's end, increased member engagement will improve HEDIS rates. Short-term goals include percent of participants who respond to interactive texts, and who make a clinic appointment. Pilot participants represent various ages and five languages. Each week, enrollees receive three to four culturally and linguistically tailored texts, of which 50% are interactive. Topics focus on disease-specific HEDIS screenings and general health. We will present six-month results on pre- and post-intervention indices of engagement, satisfaction, and self-efficacy.

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## PLANNED PARENTHOOD DIGITAL EDUCATION TOOLS FOR TEENS: DEVELOPMENT AND TESTING

*Julia Scheinbeim, MPH, Planned Parenthood Federation of America; Deborah S. Levine, MSW, MAT, Planned Parenthood Federation of America*

To capitalize on the use of technology and the sexual/reproductive disparities among African-American and Latino teens, Planned Parenthood Federation of America developed mobile digital education tools. The tools were created to: 1) Reach African-American and/or Latino teens on their phones. 2) Encourage younger teens to delay initial sex 3) Encourage older teens to use both condoms and another form of birth control when they do have sex. A six-week beta test and a series of user testing groups with the target audience were conducted. We analyzed demographic and tool completion trends, as well as basic qualitative data that were collected from the user testing groups. This session will present information on the development of the tools, and the results from the user and beta testing.

## EXPLORING THE IMPACT OF THE NATIONAL TEXT4BABY TEXT MESSAGING PROGRAM ON PROBLEM RECOGNITION, PERSONAL INVOLVEMENT, AND PERCEIVED CONSTRAINTS

*Linda Aldoory, PhD, Herschel S. Horowitz Center for Health Literacy; Erica Doxzen, MHS, University of Maryland; Jessica Bushar, MPH, National Healthy Mothers, Healthy Babies Coalition; Luciana Assini, MS, University of Maryland*

Since its implementation in 2010 the text4baby program has enrolled over 600,000 participants; yet, no formal evaluation of the service has been conducted in the Maryland/District of Columbia (DC)/Virginia region. To assess the utility and receptivity of this program among this population, the University of Maryland conducted a pilot evaluation in the spring of 2013 consisting of three over-the-phone questionnaires over the course of twelve weeks, and a focus group discussion. The analysis is framed by the Situational Theory of Publics, examining how pregnant women receive and use the text4baby messages based on the following factors: personal relevance, problem recognition, and constraint recognition. This presentation will report on the results of the pilot evaluation, identifying the utility and receptivity of text4baby among this population.

## UTILIZING MOBILE TECHNOLOGY AS AN EFFECTIVE HEALTH PROMOTION TOOL TO CONNECT PARTICIPANTS WITH HEALTH INSURANCE RESOURCES AND INFLUENCE HEALTH BEHAVIORS AND ENGAGEMENT

*Jessica Bushar, MPH, National Healthy Mothers, Healthy Babies Coalition; Lindsay Handelsman, MPH, CHES, National Healthy Mothers, Healthy Babies Coalition; Sarah Ingersoll, MEd, National Healthy Mothers, Healthy Babies Coalition*

Text messaging provides an opportunity to share health and safety information through a convenient and popular communication channel. Text4baby is a free mobile text messaging service that provides timely health information in English and Spanish to women during pregnancy and through their baby's first year. The service connects women to information on the health insurance marketplace and Medicaid/CHIP eligibility, coverage and renewal. The service has been shown to improve appointment adherence, health knowledge, and feelings of preparedness in users. Text4baby is an innovative health education and quality support service that incorporates the use of mobile technology to aid in effectively communicating to moms and families about critical health and safety information, including accessing health coverage for them and their families.

## \* CONCURRENT SESSION E3

### USING SYSTEMS CHANGE TO MODIFY ENVIRONMENTS

**Room: Constellation D, 2nd Floor**

## LEVERAGING COLLEGE PRESIDENTS' PERCEPTIONS WHEN ADOPTING AND IMPLEMENTING TOBACCO-FREE CAMPUS POLICIES

*Diana Reindl, PhD, The Ohio State University; Tavis Glassman, PhD, MPH, MCHES, The University of Toledo; James Price, PhD, MPH, The University of Toledo; Joseph Duke, PhD, MPH, The University of Toledo; Faith Yingling, PhD MPH CHES, Bowling Green State University*

Applying tobacco-free policies to college campuses represents an enormous potential for promoting population health and changing physical and social environments given approximately 39% of 18–24 year olds are enrolled in college. Knowledge of college presidents' opinions about tobacco-free campus policies will allow health professionals to target strategies that may increase the likelihood of such policies being established. Evidence suggests advocates' focus merits attention on reducing specific types of barriers to establishing a policy. Lack of support from particular groups within the campus plays a more major role in policy adoption as opposed to institutional barriers. Once support for tobacco-free policies is gained from multiple groups on campus it is likely the adoption process will ease.

## PUTTING THE "HEALTH" BACK INTO "HEALTHCARE": MAKING THE HOSPITAL ENVIRONMENT CONDUCTIVE TO WELLNESS

*Courtney Winston, DrPH, RD, LD, CDE, American University*

Hospitals are coming under much scrutiny due to recent findings suggesting that their nutrition environments are not conducive to healthy eating. Given the emerging interest in improving these nutrition environments, this session will outline the steps necessary for making these improvements. By the end of the session, attendees will be able to: (1) identify two measurement tools to use when performing needs assessments on hospital nutrition environments, (2) understand how to use the needs assessment results to inform environmental interventions, and (3) develop appropriate intervention timelines based on the Partnership for a Healthier America's Hospital Healthy Food Initiative. At the end of the lecture, time will be reserved for audience engagement and discussion.

## SET-FREE COALITION APPROACH TO TOBACCO-FREE MULTI-HOUSING AREAS

*Jamie Miller, MSW, MSPH, Health Promotion Council; Thurman Brendlinger, MBA, Clean Air Council; Michael Halenar, MPH, Regional Tobacco Manager*

SET-Free Coalition Approach to Tobacco-Free Multi-Family Housing Areas March 19–21st, 2014 In September 2010, the United States Housing and Urban Development (HUD) introduced guidelines for smoke-free public housing. In the Mid-Atlantic Region, a number of HUD multi-family housing units went smoke-free. The Southeast Tobacco-Free Coalition of Pennsylvania worked with the Chester County Housing Authority to go one step further—tobacco free—in its mission to provide the "best quality housing at an affordable price." This abstract will discuss the coalition's trans-disciplinary collaboration with the Mid-Atlantic HUD and Chester County Housing Authority's directors, employees and tenant community to achieve buy-in and implementation of an effective tobacco control policy including systems, and environmental changes as they relate to multi-family housing.



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# CONFERENCE ABSTRACTS

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## EVALUATION OF THE US ARMY'S STANDARDIZED COMMUNITY HEALTH PROMOTION COALITION MODEL: METHODS, FINDINGS, AND APPLICATIONS TO COMMUNITY SETTINGS

*Anna Courie, RN, BSN, MS, Army Institute of Public Health, U.S. Army Public Health Command; Moira Rivera, PhD, Army Institute of Public Health, U.S. Army Public Health Command; Lauren Shirey, MPH, Army Institute of Public Health, U.S. Army Public Health Command; Carrie Shult, MA, CHES, Army Institute of Public Health, U.S. Army Public Health Command*

To ensure efficient and coordinated health promotion and disease prevention initiatives, the Department of Army supports Community Health Promotion Councils (CHPCs) on Army installations to convene different sectors while maintaining the autonomy of systems and chains of command. This evaluation tested whether or not the theory and evidence-informed Standard CHPC Model and its three critical features will lead to better coordinated and efficient Army public health efforts. Evaluation findings showed that both time and the critical features of standardized CHPCs independently and positively predicted program adherence and that participating in the Standard CHPC model is associated with reports of more coordinated health promotion and education efforts. These findings support a coordinated approach to health promotion and education that may be applicable in other community settings.

## CONCURRENT SESSION E4 WOMEN'S HEALTH ISSUES

Room: Constellation E, 2ND Floor

### YO ME CUIDO: A LATINA BREAST HEALTH PROGRAM IN TAMPA BAY, FLORIDA

*Venessa Rivera Colon, MEd, Moffitt Cancer Center; Jenna Davis, MPH, Moffitt Cancer Center; Jeannette Palencia, Moffitt Cancer Center; Myriam Escobar, Moffitt Cancer Center; B. Lee Green, PhD, Moffitt Cancer Center*

To address breast cancer disparities among Latinas, Moffitt Cancer Center implemented Yo me cuido® (I take care of myself) in the Tampa Bay, Florida area. The program delivers education through Public Service Announcements (PSAs) and workshops. The workshops focus on: breast cancer statistics, screening recommendations, healthy lifestyles, and barriers to screening. Women age 40 and older receive follow-up as a reminder to get a mammogram. The program applies the Health Belief Model to create awareness and encourage screenings. The program follows evidence-based recommendations from The CDC's The Guide to Community Preventive Services to increase screening. The program has reached 2,012 women and 85 men, of which 48% of women over 40 have received a mammogram. The PSAs have been viewed over 3 million times.

### MISCONCEPTION ABOUT THE RELATIONSHIP BETWEEN BREAST CANCER AND THE ENVIRONMENT AMONG THE STUDENTS AND STAFF AT ITHACA COLLEGE "A PILOT STUDY"

*Nahed Ali, PhD, MS, CHES, Ithaca College; Srijana Bajracharya, PhD, MCHES, Ithaca College*

"Know 2 B Well: Breast Cancer and Environment", an educational intervention had been launched at Ithaca College (IC) Campus, NY. Its objectives were to assess the awareness of IC students and staff concerning the relationship between breast cancer (BC) and the environment and acquire a preventive health behavior through the

Health Belief Model. The intervention included implementing two workshops and launching a website to ensure the sustainability of the campaign. Training need assessment, preparing the training package, workshops implementation and evaluation were carried out. Descriptive analysis of the pre-test answers revealed marked misconception of the trainees as they believed that BC is mainly due to genetic causes. 81% could not identify some environmental hazards which may be linked to BC. Similar activities are strongly recommended.

### DESIGN AND EVALUATION OF THE EFFICACY OF AN EDUCATIONAL INTERVENTION ABOUT THE GYNECOLOGICAL EXAM FOR WOMEN WITH DEVELOPMENTAL DISABILITIES

*Ritika Bhawal, MBBS, MPH, Indiana University; Nancy T. Ellis, BS, MS, HSD, MPH, Indiana University*

Women with developmental disabilities are a vulnerable, underserved population less likely to receive preventive health screenings. Can a college, internet based, intervention be adapted to effectively educate this target population? Intervention and instruments were jury validated and pilot tested. Ninety-five subjects completed pre-test, educational intervention, post-test. All knowledge items showed pre-post increase: (OK to douche/rinse my vagina before gynecological exam [False: 21.4%, 61.1%]). All attitude items showed increased, positive perceptions: (Feelings toward gynecological exam [not too worried 7.4%, 50.0%]). Improvement for all behavioral intent items: (Plan to get next gynecological exam [Yes, Important 50.0%; 72.2%]). Was this educational lesson using your computer helpful to learn about the gynecological exam? [Yes, 87.8%]. Educational intervention successfully adapted for women with developmental disabilities. Future Implication: Individual/ healthcare settings.

### CAN FOUR MINUTES REALLY MAKE AN IMPACT WITH "REPEAT" PARTICIPANTS IN A BREAST CANCER PROGRAM? TESTING THE EFFECTIVENESS OF AN ABBREVIATED HEALTH EDUCATION INTERVENTION AMONG AMISH AND MENNONITE WOMEN

*Doretta Thomas, Center for Appalachia Research in Cancer Education; Barbara Miller, MSN, FNP-BC, Center for Appalachia Research in Cancer Education*

Background: The purpose of this study was to measure the effectiveness of an abbreviated education intervention in increasing breast cancer awareness among Amish and Mennonite women. Methods: A pre-and post-test questionnaire was administered to 560 Amish and Mennonite women who participated in a brief education session about breast cancer throughout Ohio from April to December 2012. New participants received the standard 10 minute education program, and past participants received an abbreviated four-minute program. Results indicated that both culturally competent programs did significantly increase total knowledge scores. Conclusions: Repeat participants in an annual breast cancer screening program may still reap the benefits of an abbreviated education intervention that is centered on key messages instead of the longer, traditional culturally competent education sessions reserved for first-time participants.

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# CONFERENCE ABSTRACTS

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## CONCURRENT SESSION E5

### GLOBAL HEALTH CAREER OPPORTUNITIES: LEARNING FROM GLOBAL HEALTH EDUCATION MENTORS

Room: Constellation AB, 2ND Floor

#### SUPPORTED by SOPHE Global Health Community of Practice

*Collins Airhihenbuwa, PhD, PhD, Penn State University; Robert Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; Bojana Berić, MD, PhD, Long Island University—Brooklyn; Jean Breny, PhD, MPH, Southern Connecticut State University; Darigg Brown, PhD, MPH, RTI International; Randall R. Cottrell, DEd, MCHES, University of North Carolina, Wilmington; Thomas M. Davis, HSD, MCHES, University of Northern Iowa; Bill Potts-Datema, MA; Marti Rice, MPH, CHES, Marilyn E Rice Consulting International, LLC (merci)*

Health educators are increasingly interested in global health career opportunities and would find value in connecting with professional mentors who can share their experience, resources, and recommendations. This session will provide health educators with knowledge to expand their global health learning and experience in education, research and practice through direct small group learning opportunities in a small roundtable format. Participants will select among 9–10 experienced global health educators to participate in three, 18 minute segments during the session. Mentors will briefly discuss their global health experience and address questions like: “What skill sets and training are recommended?” “How do I go about making professional contacts to pursue global health opportunities?” These and other questions will be addressed through a free-flowing question and answer format.

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## CONCURRENT SESSIONS F

1:45 PM—3:15 PM

### CONCURRENT SESSION F1 YOUTH RISK BEHAVIORS

Room: Constellation C, 2nd Floor

#### EFFECTIVENESS OF BRIEF SCHOOL-BASED ALCOHOL INTERVENTIONS: A SYSTEMATIC REVIEW AND META-ANALYSIS

*Emily Fisher, M.Phil, Vanderbilt University; Emily Tanner-Smith, PhD, Vanderbilt University*

This study explores school-based brief alcohol interventions (BAIs) targeting adolescent alcohol use through a systematic literature review and meta-analysis. BAIs are typically less than five hours and span less than four weeks. Although reviews have addressed school-based prevention programs, previous meta-analyses have neglected to assess the effectiveness of school-based BAIs to reduce alcohol use among adolescents: this is unfortunate given the possible savings that schools could have from utilizing a potentially more efficient form of prevention. Synthesizing data from 17 experimental/quasi-experimental studies, this meta-analysis illustrates that BAIs implemented in schools can be effective preventative measures in reducing alcohol use among adolescents; yet, it also highlights specific elements that schools and program implementers should take into consideration when planning a brief intervention targeting risk behaviors.

#### IMPROVING PRESERVICE HEALTH EDUCATION TEACHERS EFFICACY TO PREVENT BULLYING VIA AUTHENTIC LEARNING EXERCISES ALIGNED WITH AAHE STANDARDS

*Jennifer Banas, CHES, MPH, MSEd, EdD, Northeastern Illinois University*

Teachers and preservice teachers may not lead efforts to prevent bullying because they lack efficacy to do so. Authentic learning exercises, as an instructional strategy, can improve the self-efficacy of preservice health education teachers to lead bullying prevention efforts in their future schools. During a professional preparation course, preservice teachers ( $n = 60$ ) completed a pre/post assessment that measured self-efficacy to perform bullying prevention tasks aligned with five professional preparation standards. The intervention was authentic learning exercises aligned with the standards. Results indicated improvement in self-efficacy to perform all tasks. The presenter will demonstrate the ease and practicality of using the health education professional preparation standards as an instructional framework. Sample assignments are shared; participants are encouraged to share their own authentic learning practices.

#### AN EXPLORATION OF TOBACCO POLICIES AT COLLEGES AND UNIVERSITIES HOUSING PREK–12 SCHOOLS: IDENTIFYING BARRIERS AND AIDS TO PASSAGE OF POLICY

*Tara Gallien, PhD, CHES, East Carolina University; Sarah Prud'homme, MS, SRP Consulting, LLC*

This study examined the current status of tobacco policies at PreK–12 schools housed on college/university campuses. Aids and barriers to passage of tobacco policies were also examined. Administrators of 61 U.S. International Association of Laboratory School members and their affiliated colleges/universities were surveyed. Information on state tobacco policies was obtained from the State School Healthy Policy Database. Inconsistencies between college/university tobacco policies and state board of education guidelines existed. Aids and barriers to passage of tobacco policies were identified. There is not a consistent standard of protection offered for PreK–12 students across the country. Colleges/universities housing PreK–12 schools may be placing their PreK–12 students at greater risk of exposure to pro-tobacco influences and secondhand smoke if they are not governed by comprehensive tobacco policies.

#### OPEN MIND AND DOORS FOR SUN PROTECTION: A THEATER PLAY FOR PRESCHOOLERS

*Nadja Seidel, Dipl.-Psych., University Cancer Center at the University Hospital Carl Gustav Carus; Friederike Stölzel, Dr. rer. medic., Dipl.-Psych., University Cancer Center at the University Hospital Carl Gustav Carus; Eckhard Wilhelm Breitbart, Prof. Dr. med., German Association of Dermatological Prevention (ADP e.V.); Michael Baumann, Prof. Dr. med., University Cancer Center at the University Hospital Carl Gustav Carus; Gerhard Ehninger, Prof. Dr. med., University Cancer Center, University Hospital Dresden*

Background. EUROSUN introduced a ‘Periods-of-Life-Program’ for primary prevention of skin cancer, proposing a theater play for preschool-age children. Methods. A pilot study ( $n=70$  children) examined the effectiveness of the nonrecurring theater-in-education-intervention (TiE) to enhance children’s sun protection knowledge, based on the Theory of Social Learning. Results. Repeated measure ANOVAS for 5-to-6-year-old children in contrast to 3-to-4-year-old children showed a significant interaction between children with vs. without TiE. The middle-term advantage of children with TiE ( $p<.05$   $\eta^2=.16$ ) is lost in the long term.

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# CONFERENCE ABSTRACTS

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Conclusions. To enhance sustainability, letters for parents as well as training for nursery nurses to perform the play themselves and to integrate sun protection in daily routine have been added to the program.

## **CONCURRENT SESSION F2** **WEB-BASED RESOURCES FOR HEALTH EDUCATION** Room: Constellation F, 2nd Floor

### **CDCYNERGY LITE: AN INTERACTIVE ONLINE HEALTH PROGRAM PLANNING/EVALUATION TOOL**

*Barbara Lorraine Michiels Hernandez, PhD, MCHES, CDE, Lamar University*

This CDCynergy Lite interactive health program planning tool is based on social marketing principles. It assists participants in developing, implementing, and evaluating an effective health communication plan for public and/or school health. The purpose of the presentation is to guide participants through 6 online interactive phases of the model and assist in writing proposals using the "My Health Communication Plan" worksheet. Phase 1 describes how to write a problem statement. Phase 2 demonstrates how to develop goals and objectives. Phase 3 explains the theories and models available. Phase 4 assists in developing interventions. Phase 5 demonstrates evaluations and designs. Phase 6 describes program implementation. Additional resources will be evaluated. Participant access to the CDCynergy Lite website will be shared for planning future health education programs.

### **LEARNING THROUGH NEIGHBORS: INTEGRATING HEALTH EDUCATION EFFORTS ACROSS JURISDICTIONS**

*Ilya Plotkin, MA, Public Health Foundation*

Health education efforts need to consistently examine innovative approaches that reach the general public, public health professionals, and policy makers. During this era of constrained resources, budget cuts, and increasingly limited services, the opportunities available to utilize technology to maximize the value added by each educational program remain critical. Learning networks, where the strengths of each contributing health education professional and organization build upon one another, represent the future. Using TRAIN ([www.train.org](http://www.train.org)) as a model, this presentation will illustrate how providing health professionals with access to shared resources and the tools to track learning is essential to understanding the cost-aware model of health education in the future. Furthermore, it will be demonstrated how a network model facilitates the organic development of resource sharing.

### **SEVENTEEN DAYS: AN ENGAGING WEB-BASED BEHAVIORAL HEALTH INTERVENTION TO REDUCE THE RISK OF TEEN PREGNANCY AND SEXUALLY TRANSMITTED INFECTIONS IN THE HOME, CLINIC, OR COMMUNITY**

*Vanessa Veltre, MSW, MT-BC, Carnegie Mellon University; Joan Eichner, MPH, MPA, CHES, University of Pittsburgh*

Seventeen Days is an interactive video intervention that can be delivered wherever internet access is available. The goals of the intervention are to decrease rates of pregnancy and STIs and increase consistent and correct condom use. The intervention was developed to help overcome barriers, correct misconceptions, and offer tools for better decision making for teens 14–19 years old who are sexually active. Seventeen Days is being tested in 15 adolescent clinics in rural and urban settings in three states. This presentation is for those interested in the development, implementation, and evaluation of a high-technology behavioral health intervention and will cover the theoretical rationale, technology,

implementation process, and preliminary results. Lessons learned from our experiences may help others navigate the challenges of technology-based behavioral health interventions.

### **DISCOVER HEAPHEALTHLITERACY.COM: INNOVATIVE TECHNOLOGY FOR 21ST CENTURY EDUCATORS AND RESEARCHERS**

*Nancy Hudson, RN, MS, CHES, HEAPhealthliteracy.com*

The Health Education Assessment Project (HEAP) state collaborative had a long history of developing assessment resources based on the NHES. The collaborative dissolved in June 2013 and the HEAP resources were put into public domain, making them more assessable to all educators through a subscription-based web-based system. The HEAPhealthliteracy.com site contains over 2200 assessment items, sets of cognitively complex assessment items based on Bloom's Revised Taxonomy, approximately 150 health book resources that support health and reading literacy and connections to the Common Core Standards in English Language Arts. It also contains development tools that can be customized which allows educators and researchers the ability to collaboratively develop and edit health education and assessment resources. Find out how HEAPhealthliteracy.com can help you in your work setting.

## **\* CONCURRENT SESSION F3** **OBESITY PREVENTION**

Room: Constellation D, 2nd Floor

### **BOOBY TRAPS: HOW BREASTFEEDING PROMOTION CAN UNDERMINE MATERNAL BREASTFEEDING EFFORTS**

*Catherine Ma, PhD, M.Phil, MA, Kingsborough Community College*

With the successful promotion of breastfeeding with 77% of mothers attempting to nurse, we examine why breastfeeding rates are still low. We hypothesize that the structure of breastfeeding promotion may present obstacles for first time mothers (FTM) who wish to breastfeed. We followed 120 FTMs to explore the impact of the Breast is Best on their breastfeeding experiences from the last trimester to late postpartum. Results indicated a robust adherence of the benefits of breastfeeding suggesting that current breastfeeding promotional strategies are successful but narrative analysis found subscribing to this ideology created difficulties for FTMs. The identification of these unforeseen outcomes may help policy makers reevaluate current breastfeeding campaigns and implement strategies that better match the needs of nursing mothers.

### **LESSONS LEARNED OVER 10 YEARS IN IMPROVING STUDENT PHYSICAL FITNESS, PHYSICAL ACTIVITY AND HEALTH EDUCATION IN 200 SCHOOLS IN GEORGIA**

*Diane Allensworth, PhD, Health MPowers; Christi Kay, MA, CHES, Health MPowers*

HealthMPowers, a non-governmental organization, has delivered programming to more than 200 elementary schools in Georgia, expanding service from eight schools in 2002–03 to 90 schools in 28 districts in 2011–12, reaching 57,457 students along with their school staff and family in that year. The initiative has improved physical activity, physical fitness, health knowledge and health behaviors of students while increasing staff health promotion, parental engagement and more health education instruction. Policy changes have ensured sustainability after the three year program concludes. Lessons learned about what works to ensure successful dissemination of school health programming

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state wide will be provided along with evaluation data supporting major improvements in physical education, physical fitness, health education, staff health promotion and parental engagement.

## THE ROLE OF STATE PUBLIC HEALTH IN SUPPORTING THE PHYSICAL ACTIVITY GUIDELINES: INCREASING ACCESS WITHIN THE BUILT ENVIRONMENT

*Kristen Wan, MS, PAPHS, Association of State and Territorial Health Officials (ASTHO); Katrina Butner Piercy, PhD, RD, ACSM CES, Office of Disease Prevention and Health Promotion, HHS; Julia Schneider, MPH, Association of State and Territorial Health Officials (ASTHO); Janet Heroux, MHS, MBA, New Jersey Department of Health*

Engaging in regular physical activity (PA) is one of the most important things that people of all ages can do to improve their health and well-being. The Association of State and Territorial Health Officials (ASTHO) has collaborated with the Office of Disease Prevention and Health Promotion (ODPHP) to document the current uses of the 2008 Physical Activity Guidelines for Americans across state health agencies and to highlight how states are using the recommendations to implement comprehensive, evidence-based approaches to promote wellness and PA across multiple settings, as recommended by the National Prevention Strategy. In this presentation, ODPHP, ASTHO, and a state health agency, will share recommendations, highlight promising practices, and describe lessons learned in promoting PA education, programming, and policy related to the built environment.

## INCREASING ACCESS TO HEALTHIER DRINKS IN RURAL CALIFORNIA: THE CA4HEALTH STORY

*Katherine Hawksworth, MPH, California Project LEAN, Public Health Institute; Stephanie Nathan, MPH, Merced County Department of Public Health; Colleen Schenck, MFA, Mendocino County Health and Human Services Agency*

The Public Health Institute was awarded a Community Transformation Grant to implement CA4Health in rural/small California counties with a population of 500,000 or less. CA4Health seeks to reduce health disparities and provides funding to 12 counties and non-financial resources to 30 others. Funded counties have large populations of low-income and Hispanic/Latino residents who face high rates of chronic disease. One CA4Health objective is to reduce access to sugary drinks through adoption of healthier beverage standards in various settings. Despite barriers to advancing this work, CA4Health has made strides. Preliminary findings of CA4Health's multi-method evaluation will be shared. CA4Health's lessons learned will contribute to the evidence base and help small communities across this nation undergo a healthy transformation.

### \* CONCURRENT SESSION F4

#### PREPARING HEALTH PROFESSIONALS FOR CHALLENGES IN THE 21ST CENTURY

Room: Constellation AB, 2ND Floor

#### STOP DISCRIMINATION IN HEALTHCARE SETTINGS BEFORE IT STARTS: THE POSITIVE IMPACT OF CIVIL RIGHTS LAWS ON HEALTH DISPARITIES

*Velveta Howell, JD, MPA, Office for Civil Rights, HHS; Sheryl Heron, MD, MPH, FACEP, Emory University School of Medicine; Jason Liebrecht, MD, FACEP, Emory University School of Medicine; Paritosh Kaul, MD, University of Colorado Denver School of Medicine; Kenneth D. Johnson, JD, Office for Civil Rights, HHS*

Medical students are typically exposed to cutting-edge treatments and technologies, but are rarely aware of Federal civil rights laws addressing healthcare disparities. In response, a collaboration that included the National Consortium for Multicultural Education for Health Professionals,

developed a curriculum to provide a conceptual framework to help medical professionals and students understand the negative impact of racial/national origin bias within healthcare delivery systems. Using case-based scenarios and hypothetical exercises to explore the role of physicians relative to potential violations of Title VI of the Civil Rights Act of 1964, the curriculum introduces participants to potential bias and seeks to empower them with knowledge to address such issues and acquire meaningful appreciation for the leadership role physicians play in eliminating healthcare disparities.

## USING PHOTOVOICE TO TEACH CULTURAL COMPETENCE TO PUBLIC HEALTH PROFESSIONALS

*Torhonda Lee, PhD, MCHES, Florida A&M University; Dearline Thomas-Brown, RN, BSN, Florida A & M University; Brittany Wells, MEd, CHES, Florida A & M University*

It is feasible to develop teaching tools for cultural competence derived directly from community-based assessments and research. Incorporation of community voices in the classroom enhances the classroom experience, but does not replace field experience.

## A MODEL FOR EFFECTIVE UNDERGRADUATE PREPARATION OF ENTRY-LEVEL HEALTH PROMOTION PRACTITIONERS: THE ROLE OF SERVICE LEARNING, INTERNSHIP EXPERIENCE, AND GROUP PROCESS

*Emily Stevens, PhD, MA, Western Connecticut State University; Robyn Housemann, PhD, MPH, Western Connecticut State University; Denise Colaanni, MA, BSRN, Western Connecticut State University*

**PURPOSE:** A model for effective undergraduate programs of health promotion studies will be presented, focusing on three priority areas: service learning, internship experience, and group process. **METHODS:** The undergraduate program utilizes an experiential approach consistent with Adult Learning Theory. The curricular content is based on the 2006 competencies for health educators established by the NCHEC. **RESULTS:** Program assessment indicates consistent learning of health promotion concepts. 75% of students who enter the undergraduate program have graduated within four years, and student enrollment in the program has increased by 100% over five years. Job placement rates exceed 90% within one year of graduation. **CONCLUSIONS:** This undergraduate program of health promotion studies should be used as a model for the preparation of entry-level health promotion practitioners.

### CONCURRENT SESSION F5

#### ETA SIGMA GAMMA ORAL SESSION

Room: Constellation E, 2nd Floor

#### ADVOCACY ACTIVITIES AND OPINIONS ON ADVOCACY PRIORITIES OF ETA

*SIGMA GAMMA NATIONAL HEALTH EDUCATION HONORARY MEMBERS  
Carol Cox, PhD, MCHES, Truman State University; Jodi Brookins-Fisher, PhD, MCHES, Central Michigan University; Chaundra Bishop, MS, CHES, Western Illinois University; Amy Thompson, PhD, CHES, University of Toledo; Bethany Deakins, MPH, University of Toledo*

When greater numbers of professionals, such as those in health organizations, come together; stronger and more powerful arguments can be advanced to achieve advocacy outcomes. Because health advocacy is a professional responsibility and core competency, and professional health organizations are obligated to advocate for evidence-based policy changes to enhance population health; the purpose of this study was to determine in which types of advocacy activities Eta Sigma Gamma National Professional Health Education Honorary members currently participate, their rating of their personal advocacy skills and



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capacity, as well as their opinions on advocacy priorities for Eta Sigma Gamma. Results of the survey will be presented; as members' input contributes to the accountability of the profession.

**INNOVATIVE AGENDA-SETTING RESEARCH FOR ADVANCING AND INFLUENCING POLICY DEVELOPMENT FOR POLICY DRIVEN CHANGE**  
*Anne P. Hubbell, PhD, New Mexico State University; Frank G. Perez, PhD, University Of Texas at El Paso; Laura S. Valentino, MPH, MEd, CHES, Texas Woman's University; Charles Kozel, PhD, MPH, MCHES, New Mexico State University*

Innovative Agenda-setting Research for Advancing and Influencing Policy Development for Policy Driven Change. Agenda-setting theory is the idea that the mass media do not tell people what to think but do influence what they think about (Cohen, 1963). It conceptualizes the process of how issues move from relative unimportance to the forefront of policymakers' and the public's thoughts (Dearing & Rogers, 1996). Health Promotion Agenda-Setting (HPA-S) provides health promotion leaders and practitioners with an innovative framework and strategies to advocate for sustained courses of action (Kozel, Kane, Rogers, & Hammes, 1995). This study identifies methods for advancing advocacy and transforming health promotion leadership practice in advocacy and policy development. This applied research provides direction for sustaining health promotion advocacy to advance advocacy leadership..

**WRITING FOR ETA SIGMA GAMMA PUBLICATIONS: STRATEGIES FOR MAXIMIZING YOUR SUCCESS**  
*Sheila Patterson, PhD, Cleveland State University; Mohammad Torabi, PhD, MPH, Indiana University*

This session will feature the Editors of the National Health education honorary, Eta Sigma Gamma, discussing strategies for publishing their research and innovations in practice in the honorary's two publications. An introduction to the guidelines for both *The Health Educator: Journal of Eta Sigma Gamma* and *The Health Education Monograph Series* will be provided and the peer review process will be detailed. The presenters will detail each step in the manuscript submission, review and decision processes. A discussion of the types of manuscripts to submit and the criteria used to accept or reject manuscripts will be illustrated. Although the content of session will be tailored to the two publications noted above, strategies for success will be of interest to all authors of manuscripts.

# POSTERS

• Denotes Poster Promenade

## POSTER PROMENADE GROUP A: OBESITY, NUTRITION & FOOD SECURITY

**WEDNESDAY, MARCH 19**

**6:30 PM – 7:30 PM**

Moderators: Adenike Bitto, MD, MPH, DrPH, MCHES, Consultant Epidemiologist; Jagdish Khubchandani, MBBS, PhD, Ball State University

Poster Promenade Group A highlights three selected posters in obesity, nutrition, and food security. An expert guide will lead a small group to the selected posters, where the presenters will each speak for about 20 minutes and then take 5 minutes to address any questions. (CE Credits are provided)

**POSTER # A14 – Undergraduate Community Health Education Students as Peer Health Education Mentors with Obese Adolescent Females**

**POSTER # A15 – Fit Kids: An Evidence Based Approach to Teach Children about Nutrition and Physical Activity**

**Poster # A30 – Examining Individual Beliefs and Behavioral Intentions Regarding Food Related Threats in Rural, Urban and Suburban Areas**

## POSTER PRESENTATIONS SESSION A” WEDNESDAY POSTERS

- A1. Social Media Content Analysis of COPD Patient Education Bideos**  
*Beth Chaney, PhD, MCHES, East Carolina University, Don Chaney, PhD, MCHES, East Carolina University*
- A2. Health Education in the Twitosphere: Will you Follow?**  
*Elizabeth Fettrow, PhD, The University of Akron*
- A3. Modified Technology Acceptance Model (TAM) for Electronic Health Records (EHR) Adoption**  
*Jagdish Khubchandani, MBBS, PhD, Ball State University, Sushil Sharma, PhD, Ball State University*
- A4. Using GIS Mapping in Health Education**  
*Robert A. Chaney, MS, PhDc, University of Cincinnati*
- A5. WITHDRAWN**
- A6. Cultivating Safe Behaviors in Recreational Scuba Diving: Results from a Grouped Randomized Trial using a Pre-dive Checklist**  
*Shabbar Ranapurwala, BHMS, MPH, University of North Carolina, Petar Denoble, MD, Divers Alert Network, Charles Poole, PhD, University of North Carolina, Kristen Kucera, PhD, ATC, LAT, University of North Carolina, Stephen Wing, PhD, University of North Carolina*
- A7. Our Homes, Our Health: Using Local Data to Advocate for Smoke-Free Policy in Public Housing**  
*Holly Mata, PhD, CHES, The University of Texas at El Paso, Kristen Hernandez, MPH, The University of Texas at El Paso, Lydia Garcia, BS, The University of Texas at El Paso, Jacob Martinez, BSN, The University of Texas at El Paso, Luisa Garcia, BS, The University of Texas at El Paso, Tiffany Garcia, BS, The University of Texas at El Paso*
- A8. The Role of Suppressor Variables in Advancing Intervention Research for Prevention of Childhood Obesity**  
*Adam Knowlden, CHES, MBA, MS, PhD, University of Alabama*
- A9. WITHDRAWN**
- A10. Healthy Childcare Promotes Healthy Eating and Physical Activity to Reduce Childhood Obesity**  
*Robin McClave, MS, Healthy Howard, Inc., Jessica Ball, BS, Healthy Howard, Inc.*
- A11. A Meta-Evaluation of the Use of Process Evaluations in Childhood Obesity Intervention Research**  
*Paul Branscum, PhD, RD, The University of Oklahoma, Logan Hayes, BS, The University of Oklahoma*
- A12. The Effects of Physical Activity on Learning Behaviors in Children**  
*Kate Lambourne, PhD, The University of Kansas, Joe Donnelly, EdD, The University of Kansas, Jaehoon Lee, PhD, The University of Kansas*
- A13. Fat Bias and Weight-related Teasing Prevention among Adolescents**  
*Maya Miyairi, PhD, Utah State University, Justine J. Reel, PhD, LPC, CC-AASP, University of Utah*
- A14. Undergraduate Community Health Education Students as Peer Health Education Mentors with Obese Adolescent Females**  
*Jorge Figueroa, PhD, University of North Carolina Wilmington*

# POSTERS

**•A15. Fit Kids: An Evidence Based Approach to Teach Children about Nutrition and Physical Activity**

*Santina Galbo, MS, CHES, Norwalk Health Department, Theresa Argondezzi, MPH, CHES, CPH, Norwalk Health Department, Wendy Bjerke, PhD, PAPHS, Sacred Heart University*

**A16. Growing Gardens, Growing Health: A Community Garden Program to Increase Families' Access to and Consumption of Fresh Produce**

*Theresa Argondezzi, MPH, CHES, CPH, Norwalk Health Department, Santina Galbo, MS, CHES, Norwalk Health Department*

**A17. Advocating for Increased Physical Activity in Schools**

*Rachael Dombrowski, MPH, Chicago Public Schools, Jamie Tully, MPH, MS, Chicago Public Schools, Annie Lionberger, MPP, Chicago Public Schools, Stephanie Whyte, MD, MBA, Chicago Public Schools, Julia Goetten, BS, Chicago Public Schools*

**A18. Transformative Education for Long-Term Behavior Change: Preventing Childhood Obesity and Improving Health through In-School Curriculum-based Nutrition and Exercise Programs**

*Scott Turner, PhD(c), MA, MBA, Edunuity*

**A19. Lower-Income and Hispanic Students' Perceptions of Whether Good Nutrition and Physical Activity Improve Academic Performance**

*Scott Turner, PhD(c), MA, MBA, Edunuity*

**A20. The Effectiveness of the Harvest of the Month Nutrition Education Program**

*Robert LaChausse, PhD, California State University, San Bernardino, Jessica Folmer, BA, California State University, San Bernardino*

**A21. Creating a Path towards Sustainability: Lessons Learned and Next Steps for Building a Sustainable Community Coalition**

*Nandi A. Marshall, DrPH, MPH, CHES, Armstrong Atlantic State University, Rechelle Lo, MHA, Jenkins County Diabetes Coalition, Raymona H. Lawrence, DrPH, MPH, Georgia Southern University, Jessica Apps, MPH, Georgia Society for Public Health Education*

**A22. Barriers to Usage of Farmers' Market Subsidies in Low-Income Pregnant Women**

*Audra Gollenberg, PhD, Shenandoah University, Nathan Rinard, BS, Shenandoah University, Cara Frankenfeld, PhD, MS, George Mason University, Keely O'Neil, MS, RD, Virginia Department of Health, Brittany Dillon, BA, Virginia Department of Health*

**A23. Efficacious Web-based curriculum for maternal increase of child fruit and vegetable consumption.**

*Adam Knowlden, CHES, MBA, MS, PhD, University of Alabama, Manoj Sharma, MBBS, MCHES, PhD, University of Cincinnati*

**A24. Efficacy of mobile health technologies in Diet Counseling for Weight Management: A Meta Analytic Review**

*Jagdish Khubchandani, PhD, MBBS, Ball State University, Nicolle Fernandes, PhD, RD, Ball State University, Carol Friesen, PhD, Ball State University, Jerome Kotecki, HSD, Ball State University, Dana Autry, PhD, Ball State University*

**A25. Expansion of a diabetes prevention and management program to underserved populations in Washington, DC**

*Ankita Saxena, BS, CHES, Providence Hospital, Felicia Hугee, MPH, BS, Providence Hospital, Tanisha Douglas, MSA, Providence Hospital, Matthew Berger, MA, Biostatistics Joslin Diabetes Center*

**A26. Diabetes Prevention: A Research Design for Translation and Implementation into Clinical Practice**

*Sarah Wall, MEd, MCHES, Virginia Tech, Kimberlee Pardo, BS, Virginia Tech, Richard Siedel, PhD, Carilion Clinic, Paul Estabrooks, PhD, Virginia Tech, Fabio Almeida, PhD, MSW, Virginia Tech*

**A27. Using the NDEP National Diabetes Survey Results to Shape Diabetes Messages and Materials**

*Joanne Gallivan, MS, RD, National Institutes of Health, Diane Tuncer, BS, National Institutes of Health*

**A28. Making Physical Activity the Easy Choice for People with Arthritis: Implementing Environmental and Policy Strategies**

*Mary Waterman, MPH, Arthritis Foundation, Patience White, MD, Arthritis Foundation*

**A29. Intrinsic Motivation for Exercise Adherence**

*Rick Lingyak Petosa, PhD, The Ohio State University, Brian Hartz, PhD, Denison University, Emily Stevens, PhD, Western Connecticut State University*

**•A30. Examining Individual Beliefs and Behavioral Intentions Regarding Food Related Threats in rural, urban and suburban Areas**

*Kim Boyd, PhD, Virginia State University, Chris Brady, MS, Virginia State University, Reginald Hopkins, PhD, Virginia State University*

**A31. Social Connectedness Among Youth Living in Low-Income Neighborhoods**

*Randolph Devereaux, PhD, MSPH, Mercer University, Brad Lian, PhD, Mercer University, John Bolland, PhD, University of Alabama*

# POSTERS

- A32. Using PRECEDE to Plan for School-Community Health Connections and Collaborations**  
Bonni Hodges, PhD, SUNY Cortland, Donna Videto, PhD, SUNY Cortland
- A33. A Program to Enhance the Health and Physical Education Training of Preservice Teachers**  
Sharon Shields, PhD, Vanderbilt University, Carol Nixon, PhD, Vanderbilt University, Heather Smith, PhD, RD, LPC-MHSP, Vanderbilt University
- A34. An analysis of stress, burnout, and coping in a sample of secondary public school teachers**  
Jennifer Tripken, EdD, CHES, Marymount University
- A35. The BSPH Capstone Portfolio: Integrating Curriculum, Communication, and Technology**  
Camina Davis, MS, CHES, University of North Carolina at Charlotte, Elizabeth Racine, DrPH, RD, University of North Carolina at Charlotte, Jean Coco, MA, University of North Carolina at Charlotte, Michael Thompson, MS, DrPH, University of North Carolina at Charlotte, Andrew Harver, PhD, AE-C, University of North Carolina at Charlotte
- A36. Examining Perceived Competence of Pedagogical Content Knowledge Among University Peer Educators**  
Patsy Barrington Malley, MS, MCHES, EdD ABD, University of West Florida
- A37. Where the Rubber Meets the Road: Is Undergraduate Internship a Path for Developing Health Education Advocates?**  
Meghan Bailey, MS, CHES, UMBC, Susan Radius, PhD, MCHES, Towson University
- A38. Applications of digital storytelling in an undergraduate health promotion theory course**  
Marylen Rimando, PhD, MPH, CHES, CPH, Georgia Southern University
- A39. Professional Preparation of Public Health Students: Creating strong leaders via a blended learning model of leadership development**  
Deborah Getz, ReD, Indiana University
- A40. Teaching Health Theory with Photovoice: An Innovative Strategy for Engaging Students**  
Emily Whitney, PhD, MCHES, University of Wisconsin—La Crosse, Julie Gast, PhD, MCHES, Utah State University
- A41. Health Video Blogs for Community College Students**  
Alicia Sinclair, EdD, CHES, Queensborough Community College, Lana Zinger, EdD, CHES, RD, Queensborough Community College
- A42. Virtual Practicums in a Distance-Based MPH Program**  
Jeffrey Goodman, MPH, George Washington University
- A43. Service-Learning in College Health Curriculum**  
Eric Conrad, BA, California State University, Stanislaus, Brent Powell, PhD, CHES, California State University, Stanislaus
- A44. Workforce Development Through Public Health Education Technologies - Public Health Innovation in Los Angeles County**  
Ishah Coleman, BA, MPH, CHES, Los Angeles County Department of Public Health
- A45. Influence of Demographics, Workplace Health Promotion Program Participation, and Social Cognitive Theory Constructs on Employer Facilitated Health Consumerism**  
Anders Cedergren, MEd, CHES, University of Wisconsin—La Crosse, Randall Cottrell, DEd, MCHES, University of North Carolina Wilmington
- A46. Design, implementation and evaluation of a color-coded labeling intervention on vending machines at an urban Academic Medical Center**  
Ranita Chakrabarti, BS, Thomas Jefferson University, Rickie Brawer, PhD, MPH, MCHES, Thomas Jefferson University, Shelley Chamberlain, RD, Thomas Jefferson University
- A47. Assessment of a Workplace Health Promotion Toolkit: One Size Does Not Fit All**  
Scott Dills, MPH(c), University of Georgia, Heather Padilla, MS, RD, LD, University of Georgia, David DeJoy, PhD, University of Georgia, Mark Wilson, HSD, University of Georgia
- A48. Overcoming Barriers to Small Business Participation in Workplace Violence Prevention**  
Rebecca Bruening, MA, University of North Carolina, Karen Strazza, MPH, RTI International, Maryalice Nocera, RN MSN, University of North Carolina, Corinne Peek-Asa, PhD, University of Iowa, Carri Casteel, MPH, PhD, University of Iowa
- A49. Workplace Bullying, a Public Health Crisis in Need of a Public Health Intervention**  
Lori Dewald, EdD, ATC, MCHES, FAAHE, A.T. Still University, Candace Ayers, PhD, A.T. Still University
- A50. A Community-Based Intervention for Health Literacy and Self-Efficacy in Hispanics**  
Carla Roybal, MPH, University of New Mexico, Francisco Soto Mas, MD, PhD, MPH, University of New Mexico, Ambrosia Murrietta, MHS, University of New Mexico



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# POSTERS

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• Denotes Poster Promenade

## POSTER PROMENADE GROUP B: CHILD, ADOLESCENT & SCHOOL HEALTH

**THURSDAY, MARCH 20**

**12:00 PM – 1:00 PM**

Moderator: Susan Telljohann, HSD, The University of Toledo

Poster Promenade Group B highlights three selected posters in child, adolescent, and school health. An expert guide will lead a small group to the selected posters, where the presenters will each speak for about 20 minutes and then take 5 minutes to address any questions. (CE Credits are provided)

**POSTER # B5 –Creating Partnerships for Pine Ridge Youth: Community Asset Building for a Youth Leadership and Health Training**

**POSTER # B14 – Impact of an Innovative Health Promotion Program for Adolescents Combining the Arts and Health Education**

**Poster # B22 – Addressing Health Equity through Education for At Risk Youth: Success and Challenges in Implementing an Education Attainment Program to Improve Health and Well Being of Pregnant or Parenting Adolescents**

## POSTER PRESENTATIONS SESSION B: THURSDAY POSTERS

- B1. Spotlight on SOPHE Chapters – 2014**  
*Melanie Stopponi, MPA, MCHES, SOPHE House of Delegates*
- B2. Collaboration Multiplier: Tools for Coalitions to Promote Community Health**  
*Sana Chehimi, MPH, Prevention Institute, Larry Cohen, MSW, Prevention Institute, Manal Aboelata, MPH, Prevention Institute*
- B3. Fostering Collaboration and Integration with Cross-Referral Program**  
*Marlin Williams, MBA, Health Promotion Council, Jennifer Keith, MPH, CPH, Public Health Management Corporation, Aqeel Dix, MPH, Health Promotion Council, Jeffrey Turner, MPH, Public Health Management Corporation, Rebecca Lorah, MPA, Pennsylvania Department of Health*
- B4. Building Capacities through Grant Writing Collaborations and Community Partnerships**  
*Keely Rees, PhD, MCHES, University of Wisconsin—La Crosse, Deb Ward, MA, CFRE, Gundersen Health System's Medical Foundation*
- B5. Creating Partnerships for Pine Ridge Youth: Community Asset Building for a Youth Leadership and Health Training**  
*Keely Rees, PhD, MCHES, University of Wisconsin—La Crosse, Annette O'Hern, MS, LVEC, School District of La Crosse, Emily Whitney, PhD, MCHES, University of Wisconsin—La Crosse, Jade Gromowski-Schuenke, BS(c), University of Wisconsin—La Crosse*
- B6. Improving Patient Safety and Health Outcomes Through Teamwork and Communication Training for Health Professionals: Lessons Learned**  
*Angie Wade, MPH, CCRC, OhioHealth, Nichole Oocumma, MA, OhioHealth, Jason Zigmont, PhD, OhioHealth, Christy Davis, BS, OhioHealth*
- B7. Culture without Borders: California's Asian-Indian Communities Wrestle with Gender Preference**  
*Semran Mann, MPH, PhD, Loma Linda University, Lisa Roberts, DrPH, MSN, FNP-C, CHES, RN, Loma Linda University, Susanne Montgomery, MS, MPH, PhD, Loma Linda University*
- B8. The School Health Education Study: Illuminating the Past to Understand the Present**  
*Adrian Lyde, PhD, MCHES, Illinois State University, Brandye Nobiling, PhD, CHES, Salisbury University*
- B9. Contemporary Video Dramas as Supplements to Health Education in Middle Schools of Robeson County, North Carolina**  
*Jeff Bolles, PhD, MA, BS, MCHES, CSCS, HFS, University of North Carolina Pembroke*
- B10. National PTA's Healthy Lifestyles Initiative**  
*Heather Parker, MS, CHES, National PTA*
- B11. Emerging challenges and opportunities in genetic education for Autism Spectrum Disorders**  
*Ming Li, BS, Texas A&M University, Ann Amuta, MPH, CPH, Texas A&M University, Lei Xu, MA, Texas A&M University, Dhar Shweta, MD, MS, Baylor College of Medicine, Lei-Shih Chen, PhD, PT, CHES, Texas A&M University*
- B12. Predictors of Child Oral Health Status and Behavior: Examining Parental Influence**  
*Angelia Paschal, PhD, The University of Alabama*
- B13. Not Just Horsing Around: The Impact of Equine-Assisted Learning on Levels of Hope and Depression in At-Risk Adolescents**  
*Beth Lanning, PhD, MCHES, Baylor University, Karen Frederick, PhD, University of Mary Hardin-Baylor, Julie Ivey-Hatz, PhD, Baylor University*

# POSTERS

**•B14. Impact of an Innovative Health Promotion Program for Adolescents Combining the Arts and Health Education**

*Kathleen Phillips, PhD, Eastern Illinois University, Richard Cavanaugh, PhD, Eastern Illinois University, Julie Dietz, PhD, Eastern Illinois University, Dejan Magoc, PhD, Eastern Illinois University, Sheila Simons, PhD, Eastern Illinois University*

**B15. Predictors of Music Exposure in Early Adolescents: An Exploratory Study**

*Brian C. Gordon, PhD, MCHES, The University of Alabama, James Leeper, PhD, The University of Alabama*

**B16. Effects of Music on Stress Management among Sdolescents: Development of Health Education Strategies**

*Sarah E. Rush, BS, MA, University of Alabama, Lori Turner, PhD, RD, University of Alabama*

**B17. Ready or Not for 2014: Services for Emergency Contraceptive Pills at School-Based Health Centers**

*Susan McCarthy, PhD, Eastern Michigan University, Megan Sterling, PhD, Eastern Michigan University*

**B18. Trauma-Informed Sex Education: A Positive Perspective**

*Monica Faulkner, PhD, LMSW, University of Texas, Lisa Schergen, MA, Cardea Services*

**B19. What's God Got to Do with It? Personal Religiosity and Adolescent Females' Characterizations of Healthy Dating Dynamics**

*Donna Howard, DrPH, MPH, University of Maryland, Chandria Jones, MPH, University of Maryland, Katrina Debnam, PhD, MPH, Johns Hopkins Bloomberg School of Public Health, Nancy Aiken, PhD, Counseling Helpline and Aid Network for Abused Women, Sharon O'Brien, PhD, Peaceful Families Project*

**B20. Predicting HIV-Related Sexual Risk among Culturally Diverse Students: Implications for Prevention in Higher Education**

*Todd Sabato, PhD, University of North Dakota*

**B21. The Role of Theory in Teen Pregnancy Prevention: A Review of 31 Federally Supported Evidence Based Programs**

*Kristen Trost, MSS, Old Dominion University, James Neff, PhD, MPH, FAAHB, Old Dominion University*

**•B22. Addressing Health Equity through Education for at Risk Youth: Success and Challenges in Implementing an Education Attainment Program to Improve Health and Well Being of Pregnant and Parenting Adolescents.**

*Teresa Chan, MPH, San Mateo County Health System, Gabriela Lemus, BS, San Mateo County Health System, Alexandra Dellas, BS, San Mateo County Health System, Edith Cabuslay, MPH, San Mateo Health System*

**B23. Expanding oral HIV Testing into Pediatric Emergency Departments and Urgent Care Centers in Ohio**

*Janelle Edwards, RN, MPH, MCHES, Nationwide Children's Hospital, Bianca Guynn, MPH, MSW, LSW, Nationwide Children's Hospital, Shani Pitts, RN, BSN, Nationwide Children's Hospital, Angela Billingslea, MSW, LISW-S, Nationwide Children's Hospital*

**B24. Sexual Health Issues Related to College Students and the Use of On Campus Health Clinics for Treatment of Sexually Transmitted Infections**

*Carla Gilbreath, PhD, CHES, University of Central Arkansas, Jacquie Rainey, DrPH, MCHES, University of Central Arkansas*

**B25. Planned Behavior & Reasoned Action: Behavioral and Psychosocial Predictors of HIV Testing in College Students**

*Audrey Burnett, PhD, CHES, James Madison University*

**B26. Examining the Utility of the Theory of Planned Behavior in Skin Cancer Prevention among College Women**

*Hannah Priest, BS, MAEd, The University of Alabama, Lori Turner, PhD, RD, The University of Alabama*

**B27. Visual and Text Mass Media Content About Skin Cancer and Tanning**

*Jennifer McWhirter, BSc, PhD(c), University of Waterloo, Laurie Hoffman-Goetz, PhD, MPH, University of Waterloo*

**B28. BSU Fights the Flu**

*Lydia Burak, PhD, Bridgewater State University*

**B29. How College Students Experience Suicidal Peers: A Qualitative Study**

*Amanda Garcia-Williams, MPH, Emory University, Robin McGee, MPH, Emory University, Hannah Cooper, ScD SM, Emory University*

# POSTERS

**B30. Assessing the Reliability and Validity of a Four Item Depression and Anxiety Diagnosis Scale in College Students**

Jagdish Khubchandani, PhD, Ball State University, Jason Anderson, MA, Ball State University, Jerome Kotecki, HSD, Ball State University, Dana Autry, PhD, Ball State University, Rebecca Brey, PhD, MS, Ball State University

**B31. Understanding the Motivational Factors for College Students to Remain Non-Smokers**

Chanler Hilley, BS, Arizona State University, Sherer Royce, BA, MPH, PhD, Coastal Carolina University, Fredanna M'Cormack, BS, MS, PhD, Coastal Carolina University

**B32. Advancing Campus and Community Partnerships to Reduce High-Risk Drinking: A Toolbox of Theory, Research, Programming and Assessment**

Faith Yingling, PhD, CHES, Bowling Green State University, Terry Rentner, PhD, Bowling Green State University, Jerry Jordan, PhD, University of Cincinnati, Karen Grajczyk, BS, Bowling Green State University

**B33. Asset Development and Drug Use Prevention: Three-Year Evaluation of Adult-Youth Mentoring Program for At-Risk Rural Youth**

Timothy Day, BS, Mississippi State University, Ronald Williams, Jr., PhD, CHES, Texas State University, Barry Hunt, EdD, Mississippi State University, Jeff Housman PhD, MCHES, Texas State University

**B34. Perceived Social Norms and Health Behaviors: Are College Drinking Behaviors Mediated by University Attachment?**

Jordyn Wheeler, BA, California State University-San Bernardino, Robert LaChausse, PhD, California State University-San Bernardino

**B35. Generation Rx: Examining the Motivations of Prescription Painkiller Misuse among the Young Adult Population**

Christine Hackman, MA, CSCS, University of Alabama, Sarah E. Rush, BS, MA, University of Alabama, Andrew Gallucci, PhD, ATC, LAT, CSCS, Baylor University, Christopher Wynveen, PhD, Baylor University, Andrew R. Meyer, PhD, Baylor University

**B36. Associations between Adolescent Developmental Assets and Young Adult Tobacco Use: Findings from the Youth Asset Study**

Marshall Cheney, PhD, University of Oklahoma, Roy Oman, PhD, University of Oklahoma, Sara Vesely, PhD, University of Oklahoma

**B37. Young Lungs at Play – An Innovative Way to Create Tobacco Free Parks, Playgrounds and Recreational Fields**

Amy Clark, MPA, Public Health Management Corporation, Sue McLain, MPH, Pennsylvania Department of Health, Mandy Fitzpatrick, BA, Pennsylvania Department of Health

**B38. Exposure to Particulate Matter through Secondhand Smoke Leads to Increased Health Risks among Bar Employees**

Timothy Day, BS, Mississippi State University, Ronald Williams, Jr., PhD, CHES, Texas State University, Barry Hunt, EdD, Mississippi State University

**B39. State and Community-Based Recommendations for Smoking Cessation Strategies for Women Before, During and After Pregnancy**

Diana Karczmarczyk, MPH, CHES, Association of State and Territorial Health Officials, Ellen Pliska, MHS, Association of State and Territorial Health Officials, Kristen Wan, MS, PAPHIS, Association of State and Territorial Health Officials

**B40. New and Alternative Tobacco Products: What Health Educators Need to Know**

Lucy Popova, PhD, University of California-San Francisco, Rachel Grana, MPH, PhD, University of California-San Francisco, Pamela Ling, MD, MPH, University of California-San Francisco

**B41. A Multi-Faceted Approach to Reducing Youth Sales and Tobacco Use in Philadelphia**

Ryan Coffman, MPH, CHES, CTTS-M, Philadelphia Department of Public Health, Jamie Miller, MSW, MSPH, Health Promotion Council

**B42. The Mediating Effect of Future Expectations on the Relationship Between Neighborhood Context and Adolescent Bullying Perpetration**

Carissa Schmidt, BS, University of Michigan, Jennifer Pierce, MA, Wayne State University, Sarah Stoddard, PhD, RN, CNP, University of Michigan

**B43. An Investigation of Risk Behaviors and Experiences of Self-reported Bullies in a Rural Community**

Melissa Grim, PhD, MCHES, Radford University, Raven Sullivan, Radford University, Alexis Steptoe, Radford University, Kellie Clark, Radford University, Savannah Seeley, Radford University, David Sallee, PhD, ATC, CSCS, CMT, Radford University

# POSTERS

## **B44. Reducing Firearm Violence in Secondary Schools: High School Principals Perceptions and Practices**

*Jagdish Khubchandani, PhD, MPH, CHES, Ball State University, James Price, PhD, MPH, FASHA, FAAHE, University of Toledo, Amy Thompson, PhD, CHES, University of Toledo, Erica Payton, MPH, University of Toledo, Joseph Dake, PhD, MPH, FASHA, University of Toledo*

## **B45. Perceptions of Skateboarding and Helmet Use among Undergraduate Students: Using the Health Belief Model to Identify Intervention Strategies**

*Andrew Peachey, DrPH, James Madison University, Debra Sutton, PhD, James Madison University*

## **B46. Connecting Health Educators with Essential Resources in Childhood Injury and Violence Prevention and Emergency Health Services**

*Angela Mickalide, PhD, MPH, Emergency Medical Services for Children National Resource Center, Elizabeth Edgerton, MD, MPH, Health Resources and Services Administration, Theresa Covington, MPH, National Center for the Review and Prevention of Child Death, Ellen Schmidt, MS, OT, Children's Safety Network*

## **B47. Identifying Best Practices for Integrating Health Education in Elementary School Classrooms**

*Carol Nixon, PhD, Vanderbilt University, Sharon Shields, PhD, Vanderbilt University, Heather Smith, PhD, LPC-MHSP, RD, LDN, Vanderbilt University*

## **B48. Provision of Health Education Services during Pediatric Well-Child Visits**

*Bart Hammig, PhD, MPH, University of Arkansas, Kristen Jozkowski, PhD, University of Arkansas*

## **B49. Elementary Students as School Health Advocates**

*Christi Kay, MA, CHES, Health MPowers, Diane Allensworth, PhD, Health MPowers*

## **B50. Developing Health Equity through Capacity Building and System Changes: Using the Health Equity Grant to Build Two Organizations**

*Cheryl Hergert, MPH, Northern California SOPHE, Robert Rinck, MPH, San Jose State University, Carol Wahpepah, MS, Intertribal Friendship House*

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## **POSTER PROMENADE GROUP C: HEALTH LITERACY**

**THURSDAY, MARCH 20**

**12:30 PM – 1:30 PM**

Moderator: Kamrun N. Mustafa, PhD, MA, MPA, Xavier University

Poster Promenade Group C highlights three selected posters in health literacy. An expert guide will lead a small group to the selected posters, where the presenters will each speak for about 20 minutes and then take 5 minutes to address any questions. (CE Credits are provided)

**POSTER # C7 – The Relationship of Functional Health Literacy to Undergraduates' Health Cognition, Health Practices, Health Behaviors, and Health Status**

**POSTER # C8 – Chain-Restaurant Menu-Label Literacy Among Low-Income Community Residents in New York City**

**POSTER # C31 – The "Medication Matters...to You!" Educational Intervention Session: A Pilot Study to Improve Medication Management in Community-Living Older Adults**

## **POSTER PRESENTATIONS SESSION C – FRIDAY POSTERS**

### **C1. LGBT Health: What Do We Know and How Do We Close the Gaps?**

*Martin Wood, PhD, Ball State University, Jagdish Khubchandani, PhD, MPH, MBBS, CHES, Ball State University, Rebecca Brey, PhD, Ball State University*

### **C2. HIV Testing and Counseling in Outreach Settings in Ohio**

*Janelle Edwards, RN, MPH, Nationwide Children's Hospital, Blanca Guynn, MSW, MPH, Nationwide Children's Hospital, Angela Billingslea, LISW-S, Nationwide Children's Hospital, Shani Pitts, BSN, Nationwide Children's Hospital*

### **C3. Health Equity Resource Web Guide: Instructional Tool in the Utilization of the CDC Health Equity Resource Toolkit for State Practitioners Addressing Obesity Disparities**

*Bethany Corrigan, MPH, CHES, SciMetrika, LLC, Stephen James, MPH, SciMetrika, LLC, Gayle Payne, PhD, CDC*



# POSTERS

## C4. Reducing Barriers to HIV/AIDS Care in Minority Women: A Multifaceted Approach

Mercedes Vaughn Ingram, MS, University of Texas Health Science Center at San Antonio, Nancy Amodei, PhD, University of Texas Health Science Center at San Antonio, Veronica Villela Perez, BS, University of Texas Health Science Center at San Antonio, Victor German, MD, PhD University of Texas Health Science Center at San Antonio

## C5. Designing eHealth Applications to Support Hispanic Cancer Survivors: To Which Characteristics Should an Educator Tailor?

Jennifer Banas, CHES, MPH, MSED, EdD, Northeastern Illinois University

## C6. Establishing Baselines: Utilizing ARS to Determine Health Disparities Knowledge in Mixed Audiences

Thometta Cozart Brooks, MS, MPH, University of South Florida, Jessica Rubano, BA, University of South Florida, Jenna Davis, MPH, Moffitt Cancer Center, Catherine Phelan MD, PhD, Moffitt Cancer Center, B. Lee Green, PhD, Moffitt Cancer Center

## •C7. The Relationship of Functional Health Literacy to Undergraduates' Health Cognition, Health Practices, Health Behaviors, and Health Status

Hardaye Sharie Hansen, MSW, City University of New York Borough of Manhattan Community College

## •C8. Chain-Restaurant Menu-Label Literacy among Low-Income Community Residents in New York City

Alexandra DeSorbo, MPH, Columbia University, Mindy Feldman Hecht, MPH, Columbia University, Vanessa Sawyer, MS RD, Harlem Hospital, John Allegrante, PhD, Columbia University, Olajide Williams, MD, MS, Columbia University

## C9. WITHDRAWN

## C10. Social Influence and Initiation of Breastfeeding Among Low-income Urban Mothers

Ellen Schafer, MPH, MCHES, University of Iowa, Natalie Williams, PhD, The University of Southern Mississippi, Stri Digney, MS, The University of Memphis, Sato Ashida, PhD, University of Iowa

## C11. A Bilingual Domain-Specific Self-Efficacy Scale

Ambrosia Murrietta, MHS, The University of New Mexico, Carla Roybal, MPH, The University of New Mexico Health, Francisco Soto Mas, MD, PhD, MPH, The University of New Mexico

## C12. Understanding Social and Cultural Aspects of Body Image, Mental health and Health Risk Practices Among African Americans

Kimberly Boyd, PhD, Virginia State University, Kimberly Lawrence, MS, Virginia State University, Vernessa Clark, PhD, Virginia State University

## C13. Factors That Affect Self-Management of Congestive Heart Failure Among Hispanic Medicaid Patients

Alminda D'Agostino, MPH, CHES, Walden University

## C14. Educating Health Professionals about the Behavioral Health Issues Facing Returning Veterans, Service Members, and Their Families

Kyle Peplinski, MA, Bureau of Health Professions, Mary Wainwright, MS, RN, Texas AHEC East/University of Texas Medical Branch at Galveston, Carol Trono, MA, University of Texas Medical Branch at Galveston, Gretchen Forsell, MPH, RD, LMNT, Northern Nebraska AHEC

## C15. Veteran Post- Traumatic Stress Disorder Awareness, Treatment and Recovery Alternative Methods

Lauren Fiske, University of Rhode Island, Elizabeth Kowalik, University of Rhode Island, Shaylah Morse, University of Rhode Island, Emily Thomesen, University of Rhode Island, Elizabeth-Ann Viscione, University of Rhode Island

## C16. Effectiveness of a Community Health Worker Intervention for Diabetes Self-management among the Tz'utujil Maya of Guatemala

Mary Micikas, RN, Emory University, Alyse Lopez-Salm, MPH, CHES, Hispanic Health Coalition of Georgia, Inc., Allison Weis, BA, Emory University, Danielle Lungelow, MAA, Emory University

## C17. Developing and Using a Fotonovela and a Comic Book to Improve Health Education and Risk Communication on Pesticides Exposure in Rural Brazil

Frederico Peres, PhD, Mount Sinai School of Medicine, Brazilian Ministry of Health, Karla Rodrigues, PhD, Brazilian Ministry of Health, Mariana Belo, MSc, Brazilian Ministry of Health, Luz Claudio, PhD, Mount Sinai School of Medicine

## C18. Where Do Babies Come From?: An Examination of Societal Factors and Fertility Rates in Niger and Nigeria.

Olufunto Olusanya, MBBS, MPH, Texas A&M University, Nafissatou Cisse, MPH, Texas A&M University, Wura Jacobs, MS, Texas A&M University

## C19. Chinese Americans' Awareness and Views of Family Health History Collection: A Qualitative Study

Ming Li, BS, Texas A&M University, Lei Xu, MA, Texas A&M University, Divya Talwar, MPH, Texas A&M University, Lei-Shih Chen, PhD, PT, CHES, Texas A&M University

## C20. Best Practices for Implementing Innovative, Culturally Appropriate Global Health Education Programs

Mary Ann Middlemiss, BSN, MSN, PhD, Syracuse University

# POSTERS

**C21. Exploring the use of Health Behavior Theory in a Mobile-Health Intervention: The Production and Content of the Text4baby Program**

Linda Aldoory, PhD, University of Maryland, Erica Doxzen, MHS, University of Maryland, Jessica Bushar, MPH, National Healthy Mothers, Healthy Babies Coalition, Luciana Assini, MS, University of Maryland

**C22. Evaluation of the 4 Year WeTHRIVE! Project Using the CDC's CHANGE Tool (Community Health Assessment and Group Evaluation)**

Amy Bernard, PhD, MCHES, University of Cincinnati, Rebecca Stowe, MEd, MCHES, Hamilton County Public Health

**C23. The "Prevention Strategies that Work" Mini-Grants Program in Faith-Based Organizations in Southwest Georgia: Program Implementation and Evaluation**

Cam Escoffery, PhD, MPH, CHES, Emory University, April Hermstad, MPH, Emory University, Michelle Carvalho, MPH, CHES, Emory University, Elsie Napier, MSN APRN-BC, Georgia Department of Public Health, Sally Honeycutt, MPH, Emory University, Kimberly Jacob Arriola, PhD, MPH, Emory University, Michelle Kessler, DrPH, MPH, Emory University

**C24. Development of Performance Measures for Hemophilia Treatment Center (HTC) Surveillance in the Mid-Atlantic Region**

Holly Filak, BS, Arcadia University, Andrea Crivelli-Kovach, PhD, MA, MCHES, Arcadia University

**C25. Going Green: The Intimate Relationship Between Return on Investment and Program Success**

Jody Ruth Steinhardt, MPH, CHES, Maimonides Medical Center

**C26. Gemba, Kanban, Muda, Oh My!: The Application of Lean Techniques Result in More Efficient and Effective Health Promotion Work**

Carol Noel Michaels, MPH, MCHES, Valley Preferred, Amanda Greene, BS, CHES, Valley Preferred/BeneFIT Corporate Wellness, Kristin Behler, MPH, CHES, Valley Preferred - BeneFIT Corporate Wellness

**C27. Legal care and Medical-Legal Partnerships: Changing the healthcare system by integrating health and law.**

James Teufel, MPH, PhD, Mercyhurst University, Ellen Lawton, JD, National Center for Medical-Legal Partnerships

**C28. WITHDRAWN**

**C29. Public Health Detailing: A Promising, Innovative Strategy to Change Opioid Analgesic Prescribing Practices**

Linda Vo-Green, MPH, CHES, CDC, Denise Paone, DrEd, New York City Department of Health and Mental Hygiene, Hillary Kunins, MD, MPH, MS, New York City Department of Health and Mental Hygiene, Christopher Jones, PharmD, MPH, CDC, Jessica Kattan, MD, MPH, New York City Department of Health and Mental Hygiene

**C30. Applying Clinically Relevant Fitness Standards for Maintaining Independence to a Research-Supported, Older Adult Physical Activity Program**

James Teufel, MPH, PhD, Mercyhurst University, Sarah Lovegreen, MPH, MCHES, OASIS Institute, Michele Dinman, MPH, OASIS Institute, Juliet Curtis, MPH, OASIS Institute, Peter Holtgrave, MA, MPH, OASIS Institute

**•C31. The "Medication Matters ... to You!" Educational Intervention Session: A Pilot Study to Improve Medication Management in Community-Living Older Adults**

Carol Creech, MS, MT(ASCP), Texas Woman's University

**C32. Nurses' and Health Educators' Role in End of Life Decisions: Do Not Resuscitate Order**

Kaitlin Oakley, BS, Georgia Southern University, Helen Bland, PhD, Georgia Southern University

**C33. How Prepared are the College Students as Informal Family Caregivers for their Older Relatives?**

Salvador Gezan, PhD, University of Florida, Christine Stopka, PhD, ATC, LAT, CSCS, CAPE, MTAA, University of Florida, Morgan Pigg, PhD, University of Florida, Mark Tillman, PhD, University of Florida

**C34. Development of a Student-Led, University-Based Center for Breast Cancer Survivors: The Center for Health and Successful Living**

Bethany Deakins, MPH, University of Toledo, F. Jeannine Everhart, MS, MBA, University of Toledo, Monita Karmakar, B.Pharm, MS, University of Toledo, Timothy Jordan, MEd, PhD, University of Toledo, Amy Thompson, MS, MEd, PhD, University of Toledo

**C35. The Role of Photovoice in Colorectal Cancer Prevention in Medically-Underserved Communities with High Burdens of Cancer**

Jean Hunleth, PhD, MPH, Washington University, Natasen McCray, Washington University, Keon Gilbert, DrPH, MA, MPA, Saint Louis University, Amy McQueen, PhD, Washington University, Aimee James, PhD, MPH, Washington University

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**C36. A Clinical and Health Education Collaborative for Cancer Screening (CHEC for Cancer): Preliminary Results (Year 1)**

*Cynthia Mojica, PhD, University of Texas Health Science Center at San Antonio, Christina Carmona, CHES, The University of Texas Health Science Center at San Antonio, Yuanyuan Liang, PhD, The University of Texas Health Science Center, Daisy Morales-Campos, PhD, The University of Texas Health Science Center at San Antonio, Yongjian Ouyang, MS, The University of Texas Health Science Center at San Antonio*

**C37. Caregivers and Stress: Evaluation of Caregiver Stress Websites and Implications for Usability**

*Laura Valentino, MPH, MEd, CHES, Texas Woman's University, Janine Weitzell, BS, New Mexico State University, Cynthia Kratzke, PhD, New Mexico State University*

**C38. Hispanic Women's Practices and Perceptions on Cervical Cancer: An Exploratory Review**

*Michael Wiblishauser, PhD, CHES, Black Hills State University, Jagdish Khubchandani, MBBS, PhD, MPH, CHES, Ball State University, Nicolle Fernandes, PhD, Ball State University*

**C39. Integration of an Educational Module to Increase Healthcare Providers' Knowledge of Hereditary Breast and Ovarian Cancer Syndrome**

*Monique Martin, MPH, CHES, Georgia Center for Oncology Research and Education, Logan Kirsch, MPH, CHES, Georgia Center for Oncology Research and Education, Barbara Crane, MN, APRN, Georgia Department of Public Health, Cecelia Bellcross, PhD, MS, CGC, Emory University*

**C40. Planning for Change: Utilizing Strategic Planning Principles to Restructure a Health Education Student Organization**

*Christine Hackman, BS, MA, The University of Alabama, Jamie Schumacker, BS, The University of Alabama, Jen Nickelson, PhD, RD, The University of Alabama*

**C41. Addressing Stressors in College Students: Utilizing Photo Elicitation**

*Theresa Hunter, Indiana University*

**C42. All-Stars After School Program**

*Emma Staeker, Truman State, Elizabeth Terrigino, Truman State, Lauren Renschler, Truman State, Alaina Kramer, Truman State, Elija Puett, Truman State*

**C43. The Sloan Stepway to Health: A Proposed Model for Interventions to Better Serve the Needs of High Risk Populations**

*Jessica Sloan, University of Toledo*

**C44. Live Healthy in Faith: Church Health Needs Assessment**

*Sharda Short, Columbus State University, Lazbri Akpuchukwu, Columbus State University*

**C45. What's on Your Plate?**

*Hadiye Clinkscapes, Columbus State University, Allie Van de Voorde, Columbus State University*

**C46. Indoor Air Quality Monitoring of Smoking and Smoke Free Workplaces in Columbus, Georgia**

*Abigail Casey, Columbus State University, Meghan Fountain, Columbus State University*

**C47. A National Assessment of College and University School Health Education Methods Courses**

*Christine M. Baksovich, University of Toledo*

**C48. Pre-Service Teacher's Perceptions Regarding CPR Training and Performance**

*Christine M. Baksovich, University of Toledo*

**C49. 1991-2011 Grade-Cohort Trend Analysis for Adolescent Current Smoking Rates**

*Erica Hughes, University of Toledo, Jiunn-Jye Sheu, University of Toledo*

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# SCHEDULE AT-A-GLANCE

TIME	EVENT	ROOM
<b>TUESDAY, MARCH 18</b>		
8:00 AM – 6:00 PM	REGISTRATION/CE DESK OPEN	BALTIMORE FOYER, 2ND FLOOR
8:30 AM – 4:30 PM	WORKSHOP T1: SCRIPT	CHARLES, 3RD FLOOR
10:00 AM – 5:00 PM	HOD MEETING	BALTIMORE FOYER, 2ND FLOOR
6:00 PM – 9:00 PM	BOT MEETING, PART 1	BALTIMORE FOYER, 2ND FLOOR
<b>WEDNESDAY, MARCH 19</b>		
7:30 AM – 6:00 PM	REGISTRATION/CE DESK OPEN	CONSTELLATION FOYER, 2ND FLOOR
8:00 AM – 12:00 PM	BOT MEETING, PART 2	BALTIMORE, 2ND FLOOR
8:00 AM – 12:00 PM	EXHIBIT SET-UP	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
8:00 AM – 12:00 PM	POSTER GROUP A SET-UP	ATRIUM/HARBORVIEW, 2ND FLOOR
8:00 AM – 12:00 PM	WORKSHOP W1: HECAT	COLUMBIA, 2ND FLOOR
8:00 AM – 12:00 PM	FAHE BOARD MEETING	CHESAPEAKE A, 3RD FLOOR
8:00 AM – 5:00 PM	STUDENT CASE STUDY COMPETITION	CHARLES, 3RD FLOOR
9:30 AM – 11:30 AM	WORKSHOP W2: STUDENTS/BUDDING PROFESSIONALS	CHESAPEAKE B, 3RD FLOOR
11:00 AM – 12:30 PM	HPP EDITORIAL MEETING	FREDERICK, 2ND FLOOR
11:45 PM – 12:45PM	SOPHE SNAPSHOT & MEETING MENTORING PROGRAM	ANNAPOLIS, 2ND FLOOR
12:30 PM – 8:00 PM	EXHIBITS & POSTER GROUP A OPEN	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
1:00 PM – 1:15 PM	WELCOME & OPENING REMARKS	CONSTELLATION AB, 2ND FLOOR
1:15 PM – 1:45 PM	SOPHE PRESIDENTIAL ADDRESS LOOKING TO THE FUTURE <i>Kelli R. McCormack Brown, PhD, CHES, FASHA, FAAHE, SOPHE President</i>	CONSTELLATION AB, 2ND FLOOR
1:45 PM – 2:30 PM	* PLENARY I: KEYNOTE ADDRESS BUILD A HEALTHIER AMERICA FOR ALL: WHAT EACH OF US CAN DO <i>David R. Williams, PhD, MPH, Harvard School of Public Health</i> <b>SUPPORTED BY THE ROBERT WOOD JOHNSON FOUNDATION</b>	CONSTELLATION AB, 2ND FLOOR
2:45 PM – 4:15 PM	CONCURRENT SESSIONS A	
	* A1: ADOLESCENT SEXUAL HEALTH	CONSTELLATION C, 2ND FLOOR
	A2: SOCIAL MEDIA & SOCIAL MARKETING FOR HEALTH EDUCATION	CONSTELLATION AB, 2ND FLOOR
	* A3: UNDERSTANDING POLICY AND ADVANCING ADVOCACY	CONSTELLATION D, 2ND FLOOR
	* A4: ADDRESSING AFRICAN AMERICAN HEALTH ISSUES	CONSTELLATION E, 2ND FLOOR
	A5: THE ROLE OF HEALTH EDUCATORS IN RESPONDING TO PUBLIC HEALTH EMERGENCIES	CONSTELLATION F, 2ND FLOOR



# SCHEDULE AT-A-GLANCE

TIME	EVENT	ROOM
4:30 PM – 6:00 PM	<b>* PLENARY II: A PANEL DISCUSSION ON HEALTH EDUCATORS' ROLE IN THE AFFORDABLE CARE ACT</b> <i>Cara James, PhD, Center for Medicare and Medicaid Services; Jessie Gruman, PhD, Center for Advancing Health; Robert Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson University; Jennifer Sullivan, MHS, Enroll America</i>	CONSTELLATION AB, 2ND FLOOR
6:15 PM – 8:00 PM	<b>OPENING SOPHE &amp; ESG NETWORKING RECEPTION SUPPORTED BY INDIANA UNIVERSITY DEPARTMENT OF APPLIED HEALTH SCIENCE</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
6:30 PM – 7:30 PM	<b>POSTERS WITH PRESENTERS – GROUP A</b>	ATRIUM/HARBORVIEW, 2ND FLOOR
7:30 PM – 8:00 PM	<b>POSTERS – GROUP A TEAR DOWN</b>	ATRIUM/HARBORVIEW, 2ND FLOOR

## THURSDAY, MARCH 20

7:00 AM – 4:00 PM	<b>REGISTRATION &amp; CE DESK OPEN</b>	CONSTELLATION FOYER, 2ND FLOOR
7:00 AM – 8:15 AM	<b>POSTER GROUP B SET-UP</b>	ATRIUM/HARBORVIEW, 2ND FLOOR
7:15 AM – 8:15 AM	<b>SOPHE ALL MEMBER BUSINESS MEETING</b>	CONSTELLATION AB, 2ND FLOOR
7:15 AM – 8:15 AM	<b>SOPHE POLICY &amp; ADVOCACY COMMITTEE MEETING</b>	ANNAPOLIS, 2ND FLOOR
7:00 AM – 9:00 AM	<b>COFFEE SERVICE</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
8:30 AM – 4:00 PM	<b>EXHIBITS/POSTER GROUP B OPEN</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
8:30 AM – 10:00 AM	<b>* PLENARY III: INTEGRATING COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE</b> <i>Panelists: Gene Carter EdD, ASCD; Lloyd Kolbe, PhD, Indiana University Respondents: Trina Menden Anglin, MD, PhD, Health Resources &amp; Services Administration; Douglas S. McCall, International School Health Network</i>	CONSTELLATION AB, 2ND FLOOR
10:00 AM – 10:15 AM	<b>COFFEE BREAK WITH EXHIBITORS</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER
10:15 AM – 11:45 AM	<b>CONCURRENT SESSIONS B</b>	
	B1: OBESITY PREVENTION IN YOUTH	CONSTELLATION C, 2ND FLOOR
	B2: USING TECHNOLOGY TO ADDRESS HEALTH DISPARITIES	CONSTELLATION F, 2ND FLOOR
	B3: INTEGRATED SYSTEMS CHANGE EFFORTS	CONSTELLATION D, 2ND FLOOR
	* B4: SEXUAL HEALTH AND SEXUAL RISK BEHAVIOR	CONSTELLATION E, 2ND FLOOR
	B5: CONTINUING THE CONVERSATION: INTEGRATION OF COORDINATED SCHOOL HEALTH AND THE WHOLE CHILD INITIATIVE	CONSTELLATION AB, 2ND FLOOR
11:00 AM – 1:00 PM	<b>SABPAC MEETING</b>	LOMBARD/CAMDEN, 3RD FLOOR
12:00 PM – 1:00 PM	<b>POSTERS WITH PRESENTERS – GROUP B</b>	ATRIUM/HARBORVIEW
12:00 PM – 1:00 PM	<b>COMMUNITIES OF PRACTICE ROUNDTABLES</b>	CONSTELLATION AB, 2ND FLOOR
12:00 PM – 1:00 PM	<b>SOPHE 2014–2016 BOARD ORIENTATION</b>	PRATT/CALVERT, 3RD FLOOR
12:45 PM – 1:45 PM	<b>ESG BOARD MEETING</b>	BALTIMORE, 2ND FLOOR

# SCHEDULE AT-A-GLANCE

TIME	EVENT	ROOM
1:15 PM – 2:45 PM	CONCURRENT SESSIONS C	
	* C1: SOCIAL MEDIA AND TEEN HEALTH	CONSTELLATION C, 2ND FLOOR
	C2: USING TECHNOLOGY TO TEACH HEALTH EDUCATION	CONSTELLATION F, 2ND FLOOR
	C3: POLICY & SYSTEMS CHANGE IN UNDERSERVED POPULATIONS	CONSTELLATION D, 2ND FLOOR
	* C4: THE FUTURE OF HEALTH EDUCATION	CONSTELLATION AB, 2ND FLOOR
	C5: RACIAL & ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) 2014	CONSTELLATION E, 2ND FLOOR
2:45 PM – 3:00 PM	COFFEE BREAK WITH EXHIBITORS	ATRIUM/HARBORVIEW/CONSTELLATION FOYER
3:00 PM – 4:00 PM	<b>* PLENARY IV: 2014 ELIZABETH FRIES HEALTH EDUCATION AWARD PRESENTATION &amp; LECTURE</b> <i>Presenter: Victor J. Strecher, PhD, MPH, University of Michigan School of Public Health</i> <b>SUPPORTED BY THE JAMES F. AND SARAH T. FRIES FOUNDATION</b>	CONSTELLATION AB, 2ND FLOOR
4:00 PM – 4:15 PM	PRESENTATION OF STUDENT CASE STUDY COMPETITION AWARDS	CONSTELLATION AB, 2ND FLOOR
4:00 PM – 5:00 PM	SOPHE 2015 ANNUAL MEETING PLANNING COMMITTEE MEETING	ANNAPOLIS, 2ND FLOOR
4:00 PM – 5:00 PM	SOPHE COMMUNICATIONS COMMITTEE MEETING	HOTEL RESTAURANT
4:00 PM – 5:00 PM	SOPHE COMMUNITIES OF PRACTICE CHAIRS MEETING	BALTIMORE, 2ND FLOOR
4:30 PM – 6:00 PM	POSTERS – GROUP B TEAR DOWN	ATRIUM/HARBORVIEW
4:30 PM – 5:30 PM	HEALTH EQUITY PROJECT MEETING	CAMDEN, 3RD FLOOR
7:00 PM – 11:00 PM	SOPHE AWARDS CEREMONY GALA (BY TICKET)	NATIONAL AQUARIUM

## FRIDAY, MARCH 21

6:30 AM – 4:00 PM	REGISTRATION & CE DESK OPEN	CONSTELLATION FOYER
7:00 AM – 8:15 AM	POSTER GROUP C SET-UP	ATRIUM/HARBORVIEW, 2ND FLOOR
7:00 AM – 8:30 AM	CEPH WORKSHOP ON UNDERGRADUATE ACCREDITATION	PRATT, 3RD FLOOR
7:15 AM – 8:15 AM	PAST PRESIDENTS BREAKFAST MEETING	CALVERT, 3RD FLOOR
7:15 AM – 8:15 AM	SOPHE 2014 ANNUAL MEETING PLANNING COMMITTEE MEETING	FREDERICK, 2ND FLOOR
7:15 AM – 8:15 AM	SOPHE CHES STUDY GUIDE PLANNING GROUP MEETING	BALTIMORE, 2ND FLOOR
7:15 AM – 8:15 AM	SOPHE FINANCE COMMITTEE MEETING	ANNAPOLIS, 2ND FLOOR
7:15 AM – 8:15 AM	SOPHE PUBLICATIONS COMMITTEE MEETING	CONSTELLATION F, 2ND FLOOR
8:15 AM – 11:15 AM	ESG BUSINESS MEETING & AWARD PRESENTATIONS	COLUMBIA, 2ND FLOOR
8:30 AM – 3:30 PM	EXHIBITS/POSTER GROUP C OPEN	ATRIUM/HARBORVIEW, 2ND FLOOR
8:30 AM – 9:15 AM	<b>* PLENARY V: CHALLENGING GLOBAL PUBLIC HEALTH ISSUES: PROTECTING AGAINST NON-COMMUNICABLE DISEASE (NCD) RISKS AND PROMOTING HEALTH</b> <i>Presenter: Carlos Santos-Burgoa, MD, MPH, PhD, Pan American Health Organization / WHO</i>	CONSTELLATION AB, 2ND FLOOR
9:15 AM – 9:30 AM	COFFEE BREAK WITH EXHIBITORS	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR

# SCHEDULE AT-A-GLANCE

TIME	EVENT	ROOM
9:30 AM – 10:30 AM	<b>CONCURRENT SESSIONS D</b>	
	D1: HEALTH POLICY IN THE SCHOOL SETTING	CONSTELLATION C, 2ND FLOOR
	* D2: WHAT SHOULD BE INCLUDED IN THE TRAINING OF DOCTORAL LEVEL HEALTH EDUCATORS: A DIALOGUE	CONSTELLATION D, 2ND FLOOR
	* D3: CALL TO ACTION: IMPLEMENTING THE RECOMMENDATIONS OF THE RWJF COMMISSION TO BUILD A HEALTHIER AMERICA 2013–2014	CONSTELLATION AB, 2ND FLOOR
	D4: HEALTH ISSUES IN OLDER ADULTS	CONSTELLATION E, 2ND FLOOR
	D5: REINVENTING OR CIRCUMVENTING OUR MISSION: HAVE WE JUMPED THE (HEALTH EDUCATION METHODS) SHARK?	CONSTELLATION F, 2ND FLOOR
10:45 AM – 12:15 PM	<b>CONCURRENT SESSIONS E</b>	
	E1: "RISKY, UNHEALTHY, AND ILLEGAL – LET'S AVOID THESE IF WE CAN!"	CONSTELLATION C, 2ND FLOOR
	E2: MOBILE TECHNOLOGY IN HEALTH PROMOTION	CONSTELLATION F, 2ND FLOOR
	* E3: USING SYSTEMS CHANGE TO MODIFY ENVIRONMENTS	CONSTELLATION D, 2ND FLOOR
	E4: WOMEN'S HEALTH ISSUES	CONSTELLATION E, 2ND FLOOR
	E5: GLOBAL HEALTH CAREER OPPORTUNITIES: LEARNING FROM GLOBAL HEALTH EDUCATION MENTORS <i>SUPPORTED BY SOPHE GLOBAL HEALTH COMMUNITY OF PRACTICE</i>	CONSTELLATION AB, 2ND FLOOR
12:30 PM – 1:30 PM	<b>POSTERS WITH PRESENTERS – GROUP C &amp; ESG POSTER PRESENTATIONS</b>	ATRIUM/HARBORVIEW, 2ND FLOOR
12:30 PM – 1:30 PM	<b>SOPHE AWARDS COMMITTEE MEETING</b>	CONSTELLATION F, 2ND FLOOR
12:30 PM – 1:30 PM	<b>SOPHE CONTINUING EDUCATION COMMITTEE MEETING</b>	ANNAPOLIS, 2ND FLOOR
12:30 PM – 1:30 PM	<b>SOPHE PROFESSIONAL DEVELOPMENT COMMITTEE MEETING</b>	FREDERICK, 2ND FLOOR
12:30 PM – 2:00 PM	<b>DEPARTMENT CHAIRS OF HEALTH EDUCATION MEETING</b>	BALTIMORE, 2ND FLOOR
1:45 PM – 3:15 PM	<b>CONCURRENT SESSIONS F</b>	
	F1: YOUTH RISK BEHAVIORS	CONSTELLATION C, 2ND FLOOR
	F2: WEB-BASED RESOURCES FOR HEALTH EDUCATION	CONSTELLATION F, 2ND FLOOR
	* F3: OBESITY PREVENTION	CONSTELLATION D, 2ND FLOOR
	F4: PREPARING HEALTH PROFESSIONALS FOR CHALLENGES IN THE 21ST CENTURY	CONSTELLATION AB, 2ND FLOOR
	F5: ETA SIGMA GAMMA ORAL SESSION	CONSTELLATION E, 2ND FLOOR
3:15 PM – 3:30 PM	<b>BREAK WITH EXHIBITORS</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
3:30 PM – 4:00 PM	<b>CONCLUDING REMARKS</b> <i>Presenter: Kelly Bishop, MA, MCHES, FASHA, SOPHE 2014–2015 President</i>	CONSTELLATION AB, 2ND FLOOR
3:30 PM – 4:30 PM	<b>EXHIBIT &amp; POSTER GROUP C TEAR DOWN</b>	ATRIUM/HARBORVIEW/CONSTELLATION FOYER, 2ND FLOOR
4:30 PM – 6:00 PM	<b>SOPHE EXECUTIVE COMMITTEE MEETING</b>	DESIGN CENTER, GROUND FLOOR



# SOPHE Career Connection

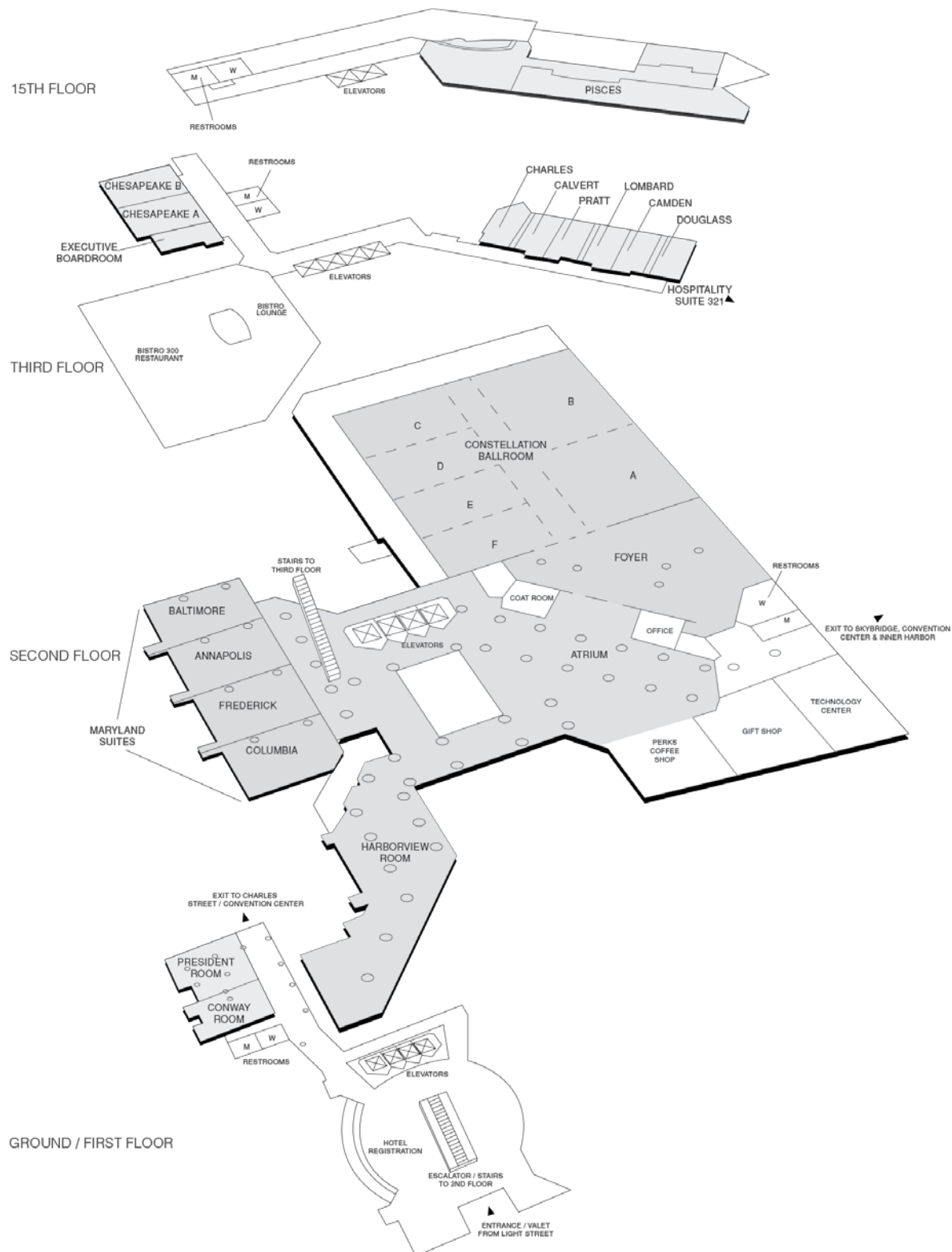


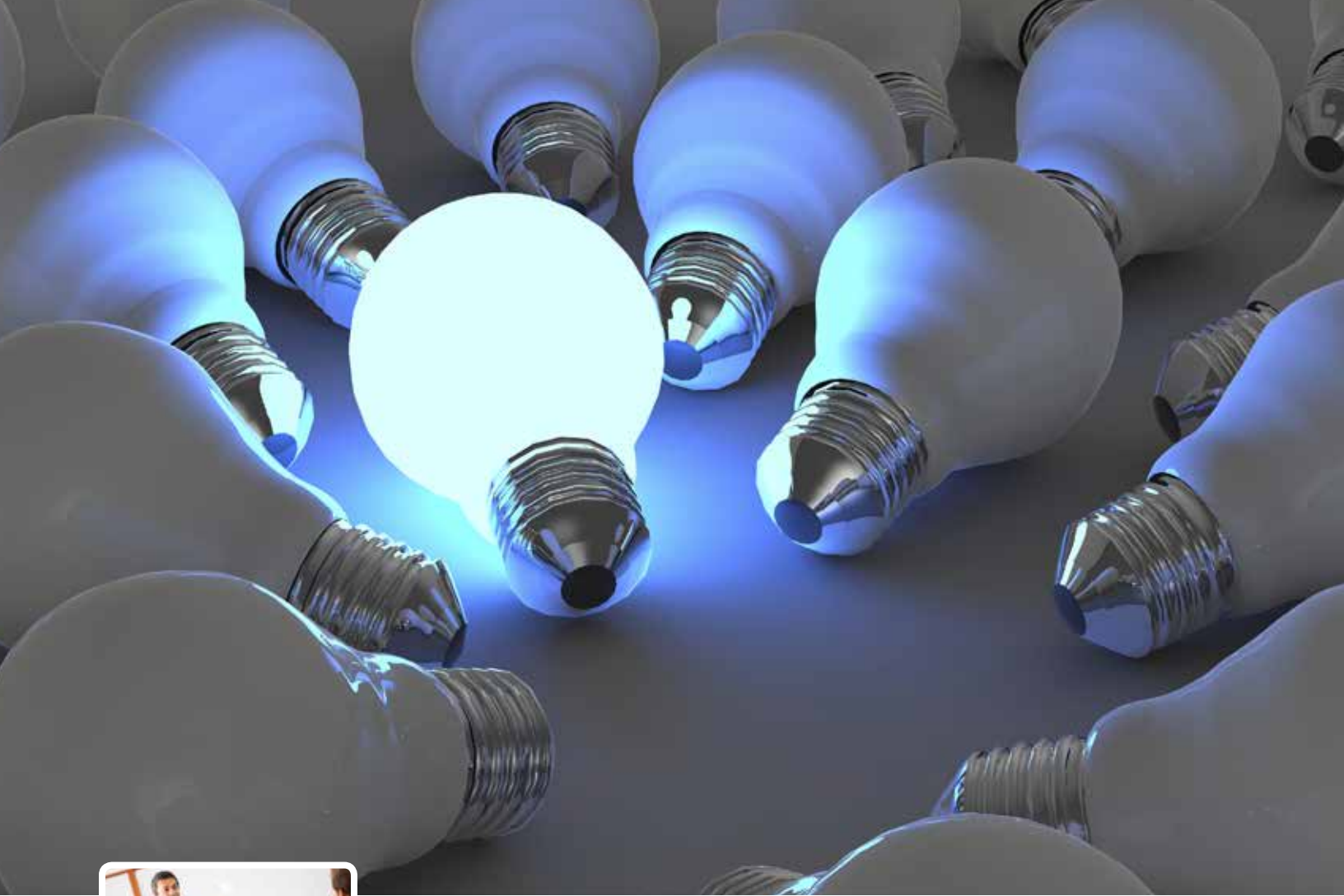
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The new SOPHE Career Connection web site offers valuable tools, resources, internships, and employment opportunities in health education and health promotion and prevention. Upload your resume or job posting!



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