



SOPHE

**Collegiate Champion
Program**

Society for Public Health Education

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Dear SOPHE Collegiate Champion:

Thank you for being part of a global organization advocating for health promotion and education to set the stage for international change in health. We need members like you to advocate for the policies that endorse health promotion and education for our communities and to support those policies and ideas in your local communities. Every day you effect real change by empowering, educating and mentoring those around you. Since you already know the benefits of being a SOPHE member, we would like your help to encourage others to join the community looking to continue the mission. We need you to share the opportunity.

To assist you with your service as a valuable SOPHE student, enclosed you will find resources of SOPHE's membership/marketing materials, compiled as a SOPHE Collegiate Champion Handbook. These materials will aid you in recruiting new members and sharing all the benefits of membership to students, faculty, and health educators in the field. If you have questions about any of the materials or how to use them, please email us at membership@sophe.org.

Thank you again for your commitment to health education/promotion as a SOPHE Collegiate Champion. We are encouraged to know that SOPHE leaders like you are working to make our communities, safer, healthier, and happier. Thank you for being a leader and we look forward to seeing you at the next SOPHE event!

Sincerely,

SOPHE Membership Department
Society for Public Health Education – SOPHE
10 G Street, NE, Suite 605
Washington, DC 20002
Phone: 202.408.9804
Email: membership@sophe.org

Join the SOPHE Collegiate Champion Program

As a Collegiate Champion, undergraduate and graduate students have the exclusive opportunity to serve as the liaison between the National SOPHE and one's college/university campus.

Roles:

- ▶ 2-year commitment; Year 1 participant, Year 2 mentor
- ▶ Host a minimum of 1 SOPHE sponsored event each semester
- ▶ Promote professional/academic award opportunities
- ▶ Recruit new SOPHE members

Benefits:

- ▶ Recognition on SOPHE's social media platforms
- ▶ Expand your network
- ▶ Access to career resource guides and textbooks.
- ▶ Personalized growth

Visit our website at **sophe.org**

For more information, please email **membership@sophe.org**

Collegiate Champion Program Requirements



Requirement I: Host one event per semester

(Event options not limited to the following listed)

Fall: During the third full week of October, National Health Education Week (NHEW), which is sponsored by SOPHE, must be promoted in your event (or you can decide to make NHEW your fall event by inviting faculty/students to gather and participate in the events that SOPHE hosts online).

Spring: In the Spring, SOPHE Annual Conference can be attended and/or promoted (e.g. promote flyers in your school, share on social media, see if anyone from your school is attending and write a story about it).

When planning your 'event' around these two annual SOPHE events, try to think of something that will be fun and beneficial to your fellow peers on your campus (or online). For starters, try to think of a current public health issue, a public health issue that strongly interests you or a public health issue that you feel awareness should be brought about on campus.

(Refer to the “Champion’s Guide to Hosting an Event” for event ideas!)



Requirement II: Write one highlight summary per event

Each highlight summary, crafted by your group, should be 200 words in length and include two pictures per event. This summary is designed to showcase your collective hard work, allowing the SOPHE national office to share your success stories across various communication platforms.

- ▶ Include: Number of attendees, explanation of event, and two photos (*one can be college/university logo*)
- ▶ Answer the prompt: “how did this event impact you as a health professional?”
- ▶ Please complete this within one week of your event.



Requirement III: Recruit two NEW members to SOPHE

As a Collegiate Champion, you are the face of SOPHE on the ground. You represent SOPHE's mission, vision, and values. Each event should be a combination of recruitment, peer engagement, networking, and highlighting a public health issue. Be engaged! Spread the word about the benefits of attending a SOPHE Collegiate Champion event and becoming a SOPHE member.

If you need additional support or have questions regarding sharing SOPHE membership and recruiting two new members please reach out the SOPHE Membership Team. Your Collegiate Champion term will complete with an evaluation including the names of those whom you referred for membership.

Your commitment to the Collegiate Champions program will require you to recruit two new members to become a part of SOPHE. Membership recruitment will come with incentives!

Incentives include:

- 2 NEW MEMBERS** = SOPHE swag
- 3 NEW MEMBERS** = One year of free membership for YOU
- 5 NEW MEMBERS** = One year of free membership + SOPHE swag
- 9 NEW MEMBERS** = One year of free membership, SOPHE swag, and free registration for one SOPHE conference of your choosing within the next calendar year post service in the Collegiate Champion Program.

Please contact membership@sophe.org if you would like recruitment ideas and resources.

Champions Guide to Hosting an Event

Brainstorm Your Event

1. Organize your Team.
2. Connect with your sponsored faculty member about your anticipated event.
3. Reach out to your university's Public Health/Health Education club, student government, or other group on campus that is willing and able to help you with your event.
4. Collaborate with someone in SOPHE, your mentor, or a group on your campus to help you plan your event. It is best to not plan alone; multiple heads are always better than one! And, in some cases, there may be up to two Collegiate Champions on a single college/university campus.

Need some help with your program plan? Want to bounce ideas off your fellow champs? Post your questions to the SOPHE Students & New Professionals Community of Practice forum!

What type of event will this be?

For starters, try to think of a current public health issue, a public health issue that strongly interests you or a public health issue that you feel awareness should be brought about on campus.

Some other ideas that can be done to promote NHEW/Annual Conference or other Health Observances and your role as a Collegiate Champion liaison to SOPHE include:

Event Ideas (but not limited to)

- ▶ Attending a local SOPHE chapter event and encouraging peers to join the event
- ▶ CHES/MCHES study
- ▶ Class presentation
- ▶ Information table
- ▶ Social/mixer
- ▶ Film screening
- ▶ Meeting with guest speaker



Health Observances

- ▶ National Health Education Week
- ▶ World Diabetes Day
- ▶ Women's Day
- ▶ Great American Smokeout
- ▶ National Public Health Week
- ▶ National Suicide Prevention Week
- ▶ American Heart Month
- ▶ Minority Health Month
- ▶ Sexual Assault Awareness and Prevention Month
- ▶ And many more!

Champions Guide to Hosting an Event (cont.)

What outcomes will make this event a success?

Think about the message or results you want to get out of the event when it is over.

Ask yourself these simple questions:

1. What do you want to achieve?
2. Who is the intended public?
3. What do you want them to know?
4. What do you want them to do?
5. What is your primary message?
6. What is/are the most effective channel(s) to reach the public?



When and where will the event be held?

- ▶ Will the event be on or off campus? In-person or online? Indoors or outdoors?
- ▶ Find out if approval for a space is needed prior to hosting your event. Consult your faculty advisor for these details.
- ▶ Reference your school's event calendar to make sure that your event does not conflict with another event on campus, a holiday, religious observance, or during a busy period of the semester.
- ▶ Select a time and day that will accommodate the highest number of participants.

How many people can you accommodate?

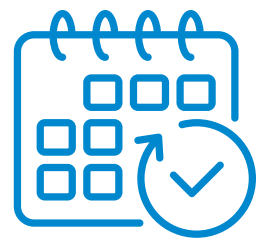
- ▶ Choose a proper setting to fit your projected attendees.
- ▶ Monitor your registration weekly to know prior to your event how many attendees you are expecting.

Who can assist as volunteers?

Consult the student organization or group you are working with to determine the number of volunteers who can assist with your event. Also, use social media to extend your network in asking for volunteers.

Develop a Logistics Plan

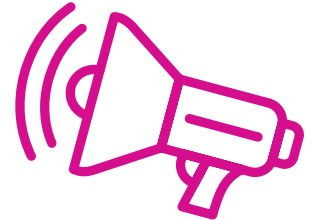
1. Create event timeline.
2. Allow 6-8 weeks to organize and plan your event. Larger events may take more time.
3. Find out the costs of your events, if any. Some groups or societies on campus have access to small project funds that you can use for swag bags or materials for your event.



4. Hold committee meetings to delegate specific tasks and completion dates to track progress and deadlines (i.e., advertisement/promotion, set up/take down, giveaways/incentives, educational materials, media during the event- dedicated photographs, etc.).
5. Create a shared document that everyone assisting with the event can easily access and update.

Publicizing Your Event

- ▶ Create an online registration account via Eventbrite, Facebook event, etc., for students and/or the public to register.
- ▶ Contact the department at your university that is responsible for sending email blasts for events to email everyone on campus notifying them of your event.
- ▶ Post about the event on your personal social media accounts, as well as your university's Facebook, Twitter, Instagram, LinkedIn, etc.
- ▶ Distribute flyers around campus.



Event Day

1. Use volunteers to help handle all priority areas such as registration, checkin, equipment setup, food setup, materials setup, etc.
2. Allow enough time for setup and breakdown of your event.
3. Post-event evaluation
4. Debrief with your faculty sponsor/peers/colleagues about the event. What did you like about the event? What could have been done better?
5. It is optional to have your attendees do a post-event survey if you'd like to see areas of improvement or what went well.

After Your Event:

1. Evaluate your event.
2. Debrief with your faculty sponsor/mentor/colleagues about the event.
3. Determine whether it's appropriate for the event attendees to complete a post-event survey to gauge what they liked and what you can improve upon for your next event.
4. Don't forget to write a highlight summary! See page 3 for guidelines.

Channels of Communication

SOPHE utilizes many different platforms to engage with students and professionals in the field of health education and health promotion. Communicating through a variety of mediums such as the SOPHE website, email, and social media platforms is important to being able to reach diverse groups of those involved in the field.

- ▶ **SOPHE website and *MySOPHE*** – The SOPHE website is the primary resource for all things SOPHE. Highlights of the website include information about SOPHE’s mission, membership benefits, professional development and career opportunities, focus areas, and advocacy efforts. *MySOPHE* is a portal of the SOPHE website exclusively available to members that allows them to access membership benefits, such as access to SOPHE journals, awards and scholarships, and member communities.
- ▶ **Newsletters** – SOPHE has an e-newsletter that is used to communicate various types of information to members. *News You Can Use* (NUCU) is published bi-weekly and highlights short bits of news and information about current issues, webinars, programs, and resources that are relevant and useful for SOPHE members.
- ▶ **Email** – In addition to newsletters, SOPHE also uses email to provide important updates such as reminders about conference or webinar registrations, health legislation information, CE credit opportunities, and more.
- ▶ **Communities of Practice Forum** – SOPHE’s Communities of Practice (CoP) promote continuing education, networking, information exchange and advocacy among SOPHE members interested in specific topics and/or work settings. Members can collaborate using the online CoP forum to exchange ideas, resources, research, or solutions to common problems.
- ▶ **Social Media Platforms** – Social media is an incredibly important communication tool in the field of health education and promotion. Be sure to follow and like SOPHE on all social media to receive the latest updates: X (formerly known as Twitter) – @SOPHEtweets, Instagram – @sophegram, Facebook – Society of Public Health Education, LinkedIn – Society for Public Health Education (SOPHE).



Welcome to the Mentorship Program!

As a year two Collegiate Champion, you will be paired with a year one Collegiate Champion to serve as a resource person, mentor, and friend to individuals from your campus, and Champions from campuses across the nation. The mentorship program is designed to run for a **one-year period**. If mentees are interested in being paired with a new mentor, they must indicate that to SOPHE staff to begin a new mentorship.

Responsibility 1: Communication

- ▶ Communication with your mentee
 - Three to four times throughout the year
 - Via email/in person/video conference
 - Help plan events, answer questions, guide them through CHES process, give tips for the professional world, etc.
- ▶ Communication with SOPHE
 - One time per semester
 - Post in the Student and New Professional Forum in *MySOPHE*
 - Participate in Fall and Spring Zoom conference call.

Responsibility 2: Engagement

- ▶ Engagement with mentee
 - Complete a joint project (e.g., write post-event highlight summary post, submit an abstract, apply for a grant, support a legislative action, etc.)
 - Meet at SOPHE's Annual Conference or Advocacy Summit Attend events if possible
- ▶ Engagement with SOPHE
 - Attend a SOPHE event (e.g., Annual Conference or Advocacy Summit)
 - Join a Community of Practice
 - Consider leadership in local chapter/trustee position

At the conclusion of the mentorship, mentees will be asked to complete an evaluation. Feedback on the program is very important to its success and will be incorporated to ensure a quality program.



SOPHE

Global Leadership for
Health Education & Health Promotion

STUDENTS & YOUNG PROFESSIONALS WITH PURPOSE (#SYPP)

Professional Development Social:

Come learn about volunteer engagement,
resume building, and how SOPHE can help you
launch your career at this FREE event.

Light Refreshments Served

March 7, 2024 | 4-6 pm
750 First St, NE
(American Psychological Association 9th Floor)
Washington, DC 20002

Visit our website at www.sophe.org.
For more information, please call Membership at 202.408.9804
or email membership@sophe.org.

This is a
flyer example.
(Template)

How to use this flyer template:

1. Make a free account on Canva.com
2. Email SOPHE Membership Department for template link
3. Create a copy (file > make a copy)
4. Edit the copy to fit your needs

Communities of Practice

SOPHE's Communities of Practice (CoP) promote continuing education, networking, information exchange and advocacy among SOPHE members interested in specific topics and/or work settings. In addition to networking opportunities at SOPHE Annual Conference, they collaborate using the CoP online forum to partner on abstract submissions, conference attendance, and more! Connect with like minds and share the latest updates from your discipline by joining a SOPHE CoP today!

SOPHE Communities of Practice

- ▶ Arts & Health
- ▶ Children, Adolescents, and School Health Education (CASH)
- ▶ Emergency Preparedness
- ▶ Environmental Health
- ▶ Global Health
- ▶ Health Communications/Social Marketing
- ▶ Health Disparities/Health Equity
- ▶ Healthy Aging
- ▶ Medical Care/Patient Education
- ▶ Professional Preparation
- ▶ Public Health Nutrition
- ▶ Students/New Professionals
- ▶ Tobacco Control and Prevention
- ▶ University Faculty
- ▶ Worksite Health Education

Student and New Professional CoP:

The Student and New Professional CoP provides health education students and recent graduates the opportunity to network with each other, exchange ideas, support in job and continuing education searches, and facilitates involvement with SOPHE leadership and program planning.

To join a CoP:

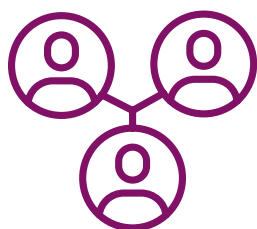
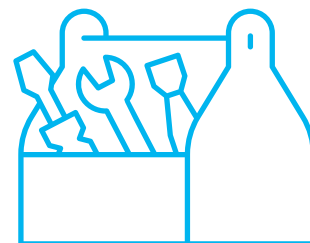
1. Visit the MySOPHE homepage.
 - ▶ Login at <https://my.sophe.org/>
2. Click Account Actions
 - ▶ Update Demographic Info
3. View Primary Community of Practice
 - ▶ Choose a CoP
4. Click Save at the bottom of the page.
5. View Membership Communities Tab
 - ▶ Click COP Forums
 - ▶ Search for your primary CoP
 - ▶ Engage with your CoP!

Tools and Resources

SOPHE provides tools and resources to engage with students and professionals in the field of health education and health promotion. These tools and resources guide individuals through the justification process of attending SOPHE events, advise them on how to find their local chapter, and teach them how to be an engaging SOPHE volunteer.

SOPHE Event Justification Guide

You want to attend SOPHE's Annual Conference or Advocacy Summit but first you have to convince your school/university. When you propose attending, it is key to focus specifically on what you will bring back to your organization as a return on the investment. Use the resources in this toolkit to justify why you should attend these conferences.



SOPHE Chapters

Spanning across the United States, SOPHE chapters represent more than 2,000 health education specialists who are dedicated to improving public health through education. Visit the website to find your local SOPHE chapter.

Don't have a chapter in your area? Learn how to start a chapter, today.

Emerging Volunteers Course*

Completing the Emerging Volunteers Course will give you the knowledge of SOPHE's history and volunteer leadership opportunities, as well as the chance to develop your own personal leadership goals. This course is intended to help you become more familiar with SOPHE membership benefits, ways to volunteer, and develop a SOPHE leadership role.



Launch Your Career with SOPHE

SOPHE's student-focused opportunities are essential to your development as an emerging leader in health education. We offer member benefits at more than 50% off the dues cost, making SOPHE an affordable option for students. As a Collegiate Champion you not only gets the benefits of membership, but also get to boost your resume by representing SOPHE at the collegiate level in service learning as well!

1 Scholarships, Fellowships, and Other Recognition

SOPHE provides more than \$20,000 a year in scholarship and/or fellowship funding to students through awards and scholarships, including the Graduate Student Research Paper Award, Vivian Drenckhahn Student Scholarships, SOPHE/CDC Fellowships and the 21st Century Fund Travel Scholarships.





2 Multiple Opportunities to Present Your Research*

SOPHE's exclusive focus on health education gives students more opportunities to present research at our annual conference. Students have the opportunity to showcase their research in a variety of ways such as posters, webinars, workshops, in-person sessions, and more. Consider connecting with students in the Student/Young Professionals CoP to build a panel of health educators with similar topics and present research.

*To learn more please email education@sophe.org



Society for Public Health Education (SOPHE)
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Washington DC 20002
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   @sophegram  @SOPHEtweets