



SOPHE

**Collegiate Champions
Program**

Society for Public Health Education

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Dear SOPHE Collegiate Champions:

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 groups like yours 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 SOPHE members, we would like your help to encourage other groups of practitioners and students to join the community looking to continue the mission. We need you to share the opportunity.

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

Thank you again for your group's commitment to health education/promotion as SOPHE Collegiate Champions. We are encouraged to know that SOPHE leaders like you are collectively working to make our communities safer, healthier, and happier. Thank you for being leaders, and we look forward to seeing your group 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 Champions Program

As Collegiate Champions, undergraduate and graduate student groups have the exclusive opportunity to serve as liaisons between SOPHE and their college/university campuses.

Roles:

- ▶ 2-year commitment; Year 1 participants - Year 2 mentors
- ▶ 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 Champions 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, groups must promote National Health Education Week (NHEW), sponsored by SOPHE, in their events. Alternatively, groups can choose to make NHEW their fall event by inviting faculty and students to gather and participate in the events SOPHE hosts online.

Spring: In the Spring, groups can attend and/or promote the SOPHE Annual Conference. This can include promoting the conference with flyers at school, sharing information on social media, checking if anyone from the school is attending, and possibly writing a story about it.

When planning your group's 'event' around these two annual SOPHE events, try to think of something that will be fun and beneficial for your fellow peers on your campus (or online). For starters, consider focusing on a current public health issue, a public health issue that strongly interests your group, or a public health issue that your group feels should have increased awareness 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 your group as health professionals?”
- ▶ Please complete this within one week of your event.



Requirement III: Recruit two or more NEW members to SOPHE

As Collegiate Champions, you all are the face of SOPHE on the ground. You all 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..

Collegiate Champions Program Requirements (cont.)

If you need additional support or have questions regarding sharing SOPHE membership and recruiting at least two new members, please reach out to the SOPHE Membership Team. Your Collegiate Champions 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 at least two new members to become a part of SOPHE. Membership recruitment will come with incentives!

Incentives include:

2 NEW MEMBERS

- ▶ Free Swag: Receive exclusive merchandise featuring our organization's logo and branding.
- ▶ Discount on Membership: Receive 10% off SOPHE annual membership.
- ▶ Discount on Webinars: Receive 10% off CE credits on SOPHE offered online webinars.

4 NEW MEMBERS

- ▶ Free Swag: Receive exclusive merchandise featuring our organization's logo and branding.
- ▶ Discount on Membership: Receive 20% off SOPHE annual membership.
- ▶ Discount on Webinars: Receive 20% off CE credits on SOPHE offered online webinars.

8 NEW MEMBERS

- ▶ Free Swag: Receive exclusive merchandise featuring our organization's logo and branding.
- ▶ Discount on Membership: Receive 30% off SOPHE annual membership.
- ▶ Discount on Webinars: Receive 30% off CE credits on SOPHE offered online webinars.
- ▶ Discount on Conference Registration: Receive 10% off a SOPHE conference or summit.
- ▶ Plaque of Accomplishment: Receive a plaque recognizing your efforts and accomplishments as a recruiter.

12 NEW MEMBERS

- ▶ Free Swag: Receive exclusive merchandise featuring our organization's logo and branding.
- ▶ Discount on Membership: Receive 30% off SOPHE annual membership.
- ▶ Discount on Webinars: Receive 30% off SOPHE offered online webinars.
- ▶ Discount on Conference Registration: Receive 10% off a SOPHE conference or summit.
- ▶ Plaque of Accomplishment: Receive a plaque recognizing your efforts and accomplishments as a recruiter.
- ▶ Highlighted Interview: Be featured in a special interview in our SOPHE newsletter, showcasing your achievements and contributions.
- ▶ Exclusive Town Hall Discussion: Participate in an exclusive town hall discussion with a high-level official in the public health field, gaining unique insights and perspectives.

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 to start the planning process.
2. Engage with your team's sponsored faculty member to discuss the event you're envisioning.
3. Connect with your university's Public Health/Health Education club, student government, or any other campus group 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. While your team represents SOPHE at your university, collaborating with champions from other campuses can offer fresh perspectives and shared experiences.

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 your team, or a public health issue needing awareness on campus.

Some other ideas that can be done to promote NHEW/Annual Conference or other Health Observances, while emphasizing your collective role as Collegiate Champion liaisons 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 your team wants to get out of the event when it is over.

Your team should ask these simple questions:

1. What do we want to achieve?
2. Who is the intended public?
3. What do we want them to know?
4. What do we 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 the team accommodate?

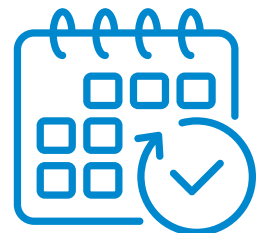
- ▶ Choose a proper setting to fit your projected attendees.
- ▶ The team should monitor registration each week to ensure an accurate estimate of the anticipated attendee count before the event.

Who can assist as volunteers?

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

Develop a Logistics Plan

1. Create event timeline.
2. Allow 6-8 weeks for your team to organize and plan your event. Larger events may take more time.
3. Your team should determine the event's costs, if any. Various groups or societies on campus may offer access to funds for swag bags or materials for the 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.
- ▶ Post about the event on your team’s personal social media accounts, as well as your team’s 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 team’s event.
3. Post-event evaluation
4. Debrief with your team’s 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 your team would like to see areas of improvement or what went well.

After Your Event:

1. Evaluate your event.
2. Debrief with your team’s 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 your team can improve upon for the 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 team
 - 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 team
 - 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, mentee teams 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:

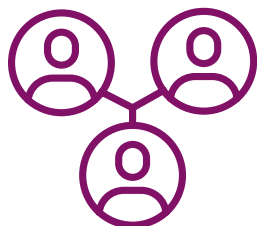
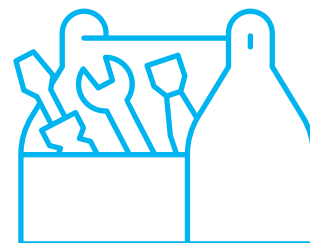
1. Visit the MySOPHE homepage.
 - ▶ Login at <https://my.sophe.org/>
2. Click Account Actions
 - ▶ Update Demographic Info
3. View Primary Community of Practice
 - ▶ Choose a CoP
4. Click Save at the bottom of the page.
5. View Membership Communities Tab
 - ▶ Click COP Forums
 - ▶ Search for your primary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

Your team wants to attend SOPHE's Annual Conference or Advocacy Summit, but first your team has to convince your school/university. When your team proposes attending, it is key to focus specifically on what your team will bring back to your organization as a return on the investment. Use the resources in this toolkit to justify why your team 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 team's local SOPHE chapter.

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

Emerging Volunteers Course*

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



Launch Your Career with SOPHE

SOPHE's student-focused opportunities are essential to your team's development as emerging leaders in health education. We offer member benefits at more than 50% off the dues cost, making SOPHE an affordable option for students. As Collegiate Champions, your team not only gets the benefits of membership, but also get to boost your team members' resumes 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



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   @sophegram  @SOPHEtweets