



GFPHE-Letter

Spring 2006

President's Column

Sean Kaufman, MPH, CHES

“If you don’t stand for something – you fall for anything.” This quote is for health educators who seek purpose within the profession, clarity in their professional roles, and opportunity for practicing health education daily. This past February, GFPHE hosted a very successful Annual Meeting. The theme, “21st Century Challenges and Solutions for Today’s Health Educators”, was extremely relevant and timely. In short, this annual meeting increased GFPHE membership, provided an opportunity to network, and ensured a bright future for GFPHE as an organization. Thank you for making this event as successful as it was.

Our success as an organization will depend on your participation. To date, our Executive Leadership and Board of Directors have met monthly since the Annual Meeting. Determining how GFPHE will serve its membership is very important because it lays the foundation for a successful and healthy organization. We know GFPHE has a role and can provide opportunities to network and cultivate our profession throughout Georgia. We also know our members are very busy and cannot spare too much time for meaningless events. What we don’t know and are currently researching is what separates a successful professional organization from an unsuccessful one.

We are committed to answering this question. In doing so, we are hoping participate in a leadership sit-down with all Georgia professional health education organizations to discuss how we market the profession and encourage greater involvement in professional organizations. The Board is working to finalize an events calendar to include networking, continuing education opportunities and health education leadership programs. Finally, GFPHE is attempting to improve membership communications

by developing and maintaining a website which will provide useful tools to our membership.

We have done so much and have so much more to do. I cannot tell you how nice it has been to work with our leadership team. Our Executive Director, Cassandra Hepburn continues to be the backbone of our organization. President-Elect Sara Olson is working hard and beginning to plan our next annual meeting scheduled for February 2007. Finally, all Board Members are participating and working hard to lay a strong foundation and strategically plan for GFPHE’s future. I am extremely grateful for their dedication, time, and commitment to our organization.

Stay tuned as we look forward to hosting networking and health education leadership opportunities. If you have any suggestions or questions, I am always available.

Enjoy life –
Sean

MISSION STATEMENT

GFPHE’S mission is to facilitate communication and collaboration among health professionals in order to develop, support & improve health promotion and health education in Georgia.



Executive Director's Column

Cassandra Kennedy Hepburn, MSHSE, CHES

It's been wonderful being back at the helm of this terrific organization. I have enjoyed catching up with many of you at the Annual Meeting and other events we've had, and I'm really impressed with the energy and enthusiasm that has always made GFPHE special. Thanks for your continued support.

It's been a good year for GFPHE! First and foremost, we're very fortunate to have an outstanding Board of Directors who are dedicated professionals working hard for us. Secondly, I am happy to report that we have over 90 members to date, and we had a great turn-out for our Annual Meeting in February. Our new Membership Directory was distributed earlier this spring, and I trust it will be a useful tool for everyone. And, with this "new & improved" **GFPHE-Letter**, I hope Members will feel more informed and connected.

Yet, we still have our work cut out for us. One of our main goals this year is to get a GFPHE Website in place, which is a huge undertaking. We also plan to add a mid-year 20th Anniversary Celebration event in Athens this fall, as well as some collaborative activities. The Board can't accomplish all of this alone, as we're all busy and stretched more thinly these days. **For our organization to thrive, we need all of you to be active members.** We need your presence at GFPHE meetings and events, your assistance in strategic planning, advocacy efforts, marketing, and membership recruitment, and we need your voice. So I'm counting on all of you to join a committee, invite your colleagues and friends to join GFPHE, and let the Board know how we can continue to grow and improve! I hope you will contact me with your ideas, concerns and needs. You know how to reach me...

Stay healthy,
Cassandra

WELCOME

Meet Your Terrific 2006 GFPHE Board of Directors:

President: Sean Kaufman, MPH, CHES

Sean Kaufman is the Director of Programs at the RSPH Center for Public Health Preparedness and Research, Chief Public Health Officer at Go2Gear, Inc., and faculty for Health and Sciences at the University of Phoenix, Atlanta Campus. Sean has several years of experience in the field of crisis communication and preparedness. Currently he serves on the board of the National Center for Health Education Credentialing (NCHEC) and Society of Public Health Educators (SOPHE). He has contributed regularly to corporate publications and has facilitated several risk and crisis communication seminars for public health agencies and Fortune 500 companies.

A graduate of San Diego State University, Sean began his career with San Diego State Student Health Services working with HIV and AIDS. He then moved to the Centers for Disease Control and Prevention (CDC), developed and directed the Healthy Swimming project aiming to prevent waterborne disease transmission in swimming pools. During his tenure at CDC, he responded and assisted the Office of Communication during the terrorist attack of September 11, 2001; lead a team of health communication specialist to Trenton New Jersey to work with postal employees who were exposed to anthrax spores, and responded directly with businesses at Los Angeles International Airport (LAX) who were affected by SARS. After leaving the CDC, Sean began working at the Rollins School of Public Health at the Center for Public Health Preparedness and Research on public health communication and emergency preparedness efforts. He joined Go2Gear and has delivered several trainings preparing companies for all levels of emergency and crisis communication.

Sean and his wife, Patty, have two little boys and spend most of the time chasing them around.

President-Elect: Sarah J. Olson, M.S., CHES

Sarah Olson is a long-time national and state chapter SOPHE member (Texas and Georgia). She was previously the president of the Texas SOPHE Chapter and was twice selected to receive the Helen Hill Distinguished Service Award and once for the Dorothy Huskey Excellence of Health Education Practice Award. Sarah earned her Master of Science degree from Tulane University and is a Certified Health Education Specialist. She has over thirty year's experience in health promotion and disease prevention and as a manager and a trainer. She was with the Texas Department of Health for 12 years as a health educator and the Director of the Public Health Promotion Division, and then was the Director of Health Education and Disease Management for a large HMO in Texas. In 1998, Sarah joined the Injury Center, Centers for Disease Control and Prevention (CDC) in Atlanta. In June 2005, Sarah moved to the new Division of Partnerships and Strategic Alliances in the National Center for Health Marketing at CDC where she is currently the Associate Director of Partnership Development & Coordination. She is a sought-after national speaker on a variety of topics, including health education and promotion theory, older adult fall prevention and child injury, and partnership development. Her personal interests include her two dogs, landscape and wildlife photography, and competitive ballroom dancing.

Secretary: Kristi Richardson, MPH, CHES

Kristi received her BSEd in Health Promotion from the University of Georgia. (Go Dawgs!) After working in health promotion for a year, she enrolled in the Peace Corps' Master's International Program at the Rollins School of Public Health where she studied in the International Health department (now Global Health). From Emory, Kristi went to rural Honduras and served as a Peace Corps volunteer. As a health volunteer, she trained community health workers and ate more than her share of rice and beans. After returning to the US, Kristi joined the National Home Office of the American Cancer Society where she develops online learning opportunities for cancer survivors and their families. In her free time, Kristi enjoys hanging out with her husband, playing with her dog, and daydreaming about exotic vacations.

Treasurer: David Ramsey, MPH, CHES

David is Planning Director in the Division of Nutrition and Physical Activity, NCCDPHP at the CDC where he serves as senior advisor and consultant for interdivisional and interagency projects including "Steps to a Healthier US" and translations of promising practices for obesity prevention and control. A Charter member of GFPHE, David has served this organization in several capacities, including President. He remains active in many health education organizations and has received multiple awards for his service over the years. David lives with his wife in Stone Mountain and enjoys raising goats!

Advisor: Melissa (Moose) Alperin, MPH, CHES

Moose is a Senior Associate in the Department of Behavioral Sciences and Health Education at the Rollins School of Public Health. She is also the Coordinator and Co-PI of the Emory Center for Public Health Preparedness, a CDC-funded training center that addresses preparedness training needs for the public health workforce. Moose holds a MPH degree in Health Promotion and Education and is a dissertation shy of a PhD in Instructional Technology. She is the author of *Using Epi Info: A Step By Step Guide* and has taught Epi Info to public health professionals throughout the United States, the Caribbean, Mexico, Panama, and Thailand. Moose is active in both state and national professional organizations. On the personal side, Moose loves a good murder mystery and is aunt to the world's cutest 4 and 7 year olds.

**Membership Committee Co-chairs:
Cam Escoffery, PhD, MPH, CHES**

Cam Escoffery is a Clinical Assistant Professor in the Department of Behavioral Sciences and Health Education of the Rollins School of Public Health. Her teaching and work involve public health training, community assessment and evaluation and cancer control, particularly tobacco control. She loves reading and spending time with her family, Rich, Michael (5) and Sarah (10 months).

Pat Thomas, M(ASCP), CHES

Pat Thomas works at CDC in the Office of Workforce and Career Development, Laboratory Practice Training Branch. She is a CHES, a Certified Microbiologist, and has a Certificate in Instructional Design from the University of Georgia. Favorite pastimes include gardening, knitting, listening to classical music, and volunteering at the St. Joseph Hospital Gift Shop.

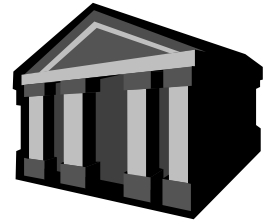
GFPHE Student Member Highlight: Robin McGee

I graduated from the University of Richmond in 2002 with a Bachelors of Science degree in psychology. Currently, I am pursuing a Masters of Public Health degree from Emory University's Rollins School of Public Health with a concentration in Behavioral Science and Health Education. As a component of my Masters degree, I am working on completing my thesis, which is a secondary data analysis of the social determinants of depression at the state-level.

To gain work experience, I have had several internships and work study positions during my undergraduate and graduate years. Between my junior and senior year of undergrad, I interned with Mind, a not-for-profit organization in London, England, where I was introduced to mental health promotion and advocacy. This past summer, I interned with the Carter Center's Mental Health Program. Mrs. Carter has been an advocate for people with mental illnesses for over 30 years. It was an honor to work with the program she founded. During graduate school, I've also had the opportunity to work as a graduate assistant and teaching assistant for professors in the Behavioral Science and Health Education department at Rollins. These opportunities allowed me the chance to practice the skills that I have learned in the classroom.

This year, Dr. Cam Escoffery introduced me to GFPHE, and I was able to attend the annual meeting on February 10th 2006. Part of my involvement with GFPHE has been working with the membership committee as a student representative. Being a

student member of GFPHE has provided me an opportunity to network with Georgia health educators and learn about organizations that work health educators. I have also been able gain a perspective about my professional life after graduation. Lastly, being involved with GFPHE keeps me informed about important local public health education issues and opportunities.



Advocacy Committee Report

Nan Smith

Several organizations along with **GFPHE** joined together to help support **SB 474, Student Health and Fitness Act of 2006**. This would mandate Physical Education at the middle and elementary school levels, place a Physical Education Coordinator position at the state level, and would establish health advisory councils. This bill passed the Senate with flying colors but died in the **House Education Committee**. The good news is that momentum was begun and groundwork was laid for reintroduction of this legislation for the 2007 Legislative Session. Thanks for all the efforts of **GFPHE** members who responded to action alerts and supported efforts to get this legislation passed.

This committee will continue to foster current relations and to build new relations with partner organizations. We will identify advocacy issues, inform the membership of policy issues and action alerts, and provide links in the future on the **GFPHE** website.

While time and distance remain a constant challenge for committee meetings, we will continue to attempt to meet physically or by conference call. **If you are interested in the Advocacy Committee and not currently on the e-mail list, please contact me at smith 1992@bellsouth.net.**

2006 GFPHE Annual Meeting: 21st Century Challenges and Solutions for Today's Health Educators

The GFPHE Annual Meeting took place at the University of Phoenix in Atlanta on February 10th. Over 60 members attended this enriching day of continuing education, professional development and networking among colleagues and friends.

Dr. Kathy Miner gave the keynote address entitled "The Public Health Education Profession: Learning from the Past While Preparing for the Future", where she compared the public health needs, wants and ethical dilemmas for the 20th century with those of the 21st. Dr. Miner described the historic public health contributions made by the public health education profession and then suggested various competencies required for the future practice of public health education. In her classic informative, relaxed and humorous style, Dr. Miner paved the way for a day of professional development that was right on target for today's health educators.

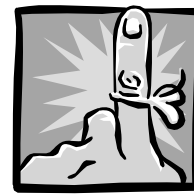
Morning and afternoon Breakout Sessions included "Obesity in Children", "Health Education and Bird Flu", "Health Educators' Role in Preparedness", "Lack of Physical Activity in Georgia Children", "Public-Private Partnerships and Worksites Wellness", and "An Underutilized Power: Georgia Legislation".

Dr. Stephen Gambescia, President of SOPHE, gave the luncheon address: "Challenges for Today's Health Educator". In this presentation, he focused on the opportunities health educators have at local and national levels to take the lead on emerging health issues, such as emergency preparedness and health disparities. Dr. Gambescia described initiatives that SOPHE and other health education organizations are undertaking to more aggressively market the profession. He was very encouraging of the successes of fellow health educators, conveying a spirit of camaraderie and professional pride.

During the Town Hall meeting after lunch, members approved GFPHE's operating budget and installed the Slate of Officers for 2006. Immediate Past President Dave Poehler was thanked for his service to GFPHE and credited with keeping our organization alive; he was presented a Lifetime Membership and a small token of appreciation. The

bulk of the meeting was spent in small groups, where members discussed and brainstormed aspects of a preliminary strategic plan for GFPHE, including membership recruitment & retention, marketing, advocacy and general administrative services. The ideas and energy generated from these sessions has set the stage for the initial formation of a strategic, long-rang plan for our organization that is being fully developed and tweaked by our Board of Directors.

For more information about any of these sessions, you may contact gfphe@comcast.net for copies of handouts and speakers' Power Point presentations.



Mark Your Calendars!

GFPHE Events:

GFPHE 20th Anniversary Celebration Event

University of Georgia, Athens

September 15, 2006

Details coming soon!

GFPHE/PHEP-Net Health Education Day

Centers for Disease Control, Atlanta

October 20, 2006

Details coming soon!

State & National Conferences:

GPHA 77th Annual Meeting

September 5-8, 2006

Augusta, GA

www.gapha.org

SOPHE 57th Annual Meeting

November 2-4, 2006; Boston, MA

"Health as a Human Right: Health Education, Equality and Social Justice for All"

www.sophe.org

APHA 134th Annual Meeting & Exposition

November 4-8, 2006; Boston, MA

"Public Health and Human Rights"

www.apha.org