

HENOD NEWS

VOLUME 1,ISSUE 1

MARCH 2000

A Message from the President

By Rob Simmons



It is with great pleasure that I write this first column as President of the Health Education Network of Delaware (HENOD) for the year 2000. HENOD was created as a forum for those working in the field of health education and promotion in Delaware. Its purpose is to improve health education programs, services, policies and resources through training, networking, and collaboration. HENOD is made up of individuals who work and/or volunteer in a health education capacity in a variety of settings including government, education, community agencies, health care and private industry.

After meeting for two years on an informal basis and after hosting a Delaware health education conference in May of 1998 with over 75 attendees, a group of health educators have come together to form the first professional organization dedicated to health education in Delaware. Our first official meeting was held on December 9, 1999 and 35 people attended. The meeting included two excellent presentations on the health status and risk factors of Delawareans and the status of the Delaware Health

Fund and addressed a number of organizational issues (see summary of meeting minutes in this issue). Four quarterly membership meetings will be held each year on a variety of health education topics, this

“Welcome to HENOD and the beginning of an exciting new organization. We’ve only just begun!!”

newsletter will be published quarterly, a variety of continuing education opportunities will be provided, a web site will be developed, and health education advocacy opportunities will be pursued as we nurture ourselves, build our health education skills, and network and collaborate to improve the health of our community. Many of our meetings and communications will revolve around the national health education standards which include 39 skill-based competencies. These competencies will be highlighted in future HENOD newsletters.

(Continued on page 3)

What's in a Name?...

As with many professional organizations, the newsletter is a key tool of communication. Often times the title of the newsletter can express it's purpose. The HENOD newsletter is looking for a unique name that signifies the organization. So, put on your creative thinking caps and send us your ideas! The winning entry will receive a one year membership to HENOD and a special gift!

Email your ideas to Romie Lutz at Romielutz@hotmail.com. The winner will be announced in the next edition.

HENOD LEADERS:

PRESIDENT
ROB SIMMONS

TREASURER
FRED BREUKELMAN

SECRETARY
MEL ANDERSON

MEMBERSHIP
CHRIS MANNING

PROGRAM
LUCILLE PULLIAM
DEB PFAFFENHAUSER
DEB CEBENKA
DEB BROWN

CONTINUING ED.
CAROL SOHA
MARIAN HAY

NEWSLETTER
ROMIE LUTZ

INSIDE THIS ISSUE:

About this Newsletter.....	2
Dec. Mtg. Highlights.....	2
HENOD Mtg Schedule.....	2
Tobacco Legislative	
Calendar of Events.....	
How to Join HENOD.....	
Health Websites.....	4
Healthy People 2010.....	
How to Join HENOD.....	

December Meeting Highlights

President Rob Simmons welcomed all thirty five health professionals to the first formal HENOD meeting. Lists of officers and committee chairs were distributed and participation in various committees was encouraged. Rob provided a review of the efforts and interest that led up to the formation of HENOD. Highlights included: First meeting in 1997, first conference in 1998, and the growth of interest and membership by health professionals across the state. Challenges included: diversity of professions, competencies/credentials, advocacy for health education and volunteers for committee work. Rob expressed enthusiasm for the interest and attendance in the meeting and encouraged participation.

Guest speakers for the meeting were Dr. Paul Silverman, Chief of Health Monitoring and Program Planning for the Division of Public Health and Dr. Joseph Lieberman representing the DE Health Care Commission and the DE Health Fund Advisory Committee. Dr. Silverman gave an overview of the Health status of Delawareans. He noted that 3/5 of DE's population die from heart disease and cancer with a greater impact on minority populations.

About Your Newsletter...

Articles, ideas for articles, job and meeting announcements, professional development opportunities, and health-related jokes are sought from HENOD members for publication in the newsletter. Please send all materials via e-mail to Romie Lutz, RomieLutz@hotmail.com, preferably as an attachment in MS Word. Material may also be faxed to Donna Lloyd-Kolkin at 215-862-5618 or mailed to 17 Village Square, New Hope, PA 18938.

The HENOD newsletter will be published four times a year on March 15, June 15, September 15, and December 15. All materials must be submitted to the editor(s) **two weeks in advance of the publication date.**

VOLUNTEERS NEEDED!!!.....Interested in sharing your creative ideas and talents with HENOD??...join the Newsletter Committee!!! Contact Romie Lutz, 302-427-0333 or Donna Lloyd-Kolkin,

Dr. Silverman recognized that the majority of causes of death relate to common lifestyle behaviors such as tobacco use, diet and exercise and alcohol consumption. Furthermore, 1/2 of all premature deaths are preventable indicating an ongoing need for health education. Dr. Silverman gave a brief update of the status of reaching Healthy DE 2000 objectives and stated that HD 2010 was in the process of being developed.

Dr. Lieberman gave an overview of the work of the DE Health Fund Advisory Committee. Due to the tobacco settlement, Delaware will be receiving 775 million over 25 years. Senate Bill #8 created the Health Fund and it's the task of the committee to determine the best use of the settlement funds. Recommendations given to the committee through testimonies by individuals and health organizations include: reserve fund for future program needs, tobacco prevention, healthy lifestyles education, starter funds for new services and programs. Criteria has not yet been set for allocating funds.

Twenty-three people registered as HENOD members and volunteers were recruited for a variety of HENOD committees.

Leader and Committee reports were given by the treasurer, the program committee, the newsletter committee, and con-

Upcoming HENOD

May 5 – Bayhealth Medical Center, Dover General Foods Conf. Room – 9-11AM
“Delaware’s School Health Survey,” presented by Steve Martin and panel discussion on “Intergenerational Health Promotion–Pros, Cons, and Strategies”.
Look at the enclosed flyer for details!

August 4– (New Castle Cty. – TBA)
“Healthy People & Healthy Delaware 2010” and “Media Advocacy”

Nov. 3 – Bayhealth Medical Center
“Health Literacy”.

For more information on times, locations, and future topics contact the program committee:
Lucille Pulliam 831-8196
Deb Pfaffenhauser 674-7099

Tobacco Legislative Update

By Pam Finkelman

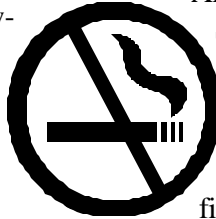
During the annual sprint to adjournment last spring, the Delaware Legislature passed SB 8, creating a Delaware Health Fund. With the potential to receive over \$700 million from the national tobacco settlement over the next 25 years, lawmakers agreed to dedicate the funds to health-related initiatives.

SB 8 established a 12 member advisory committee chaired by Dr. Gregg Sylvester, secretary of Health and Social Services, to make recommendations each year on how to best appropriate the tobacco settlement money.

The Delaware Health Fund Advisory committee held public hearings in all three counties to allow agencies, organizations and individuals to present their ideas and suggestions for fund allocation. Although the needs are many and the health advo-

cates represented a variety of interests, tobacco control and prevention continued to be mentioned as a priority for the Health Fund dollars.

Also passed in the 1999 legislative session was Senate Bill 73 which allowed tobacco retailers to offer an affirmative defense when accused of illegally selling cigarettes to minors. After using the defense twice in the 12-month period, the retailer will be subject to a fine. Introduced, but not passed, was a bill making possession of tobacco products by children under the age of 18 illegal (SB 72) as well as a bill which would outlaw tobacco self-service displays and restrict tobacco advertising (SB 63). Both bills will be considered in the current session of the state legislature. HENOD members are encouraged to support SB 63 to prevent tobacco use by youth.



Calendar of Events

- ✓ **March 30-31, 2000** – “Celebrating Our Past, Shaping the Future,” 10th Annual Health Educators Institute, sponsored by Pennsylvania SOPHE, Hilton Hotel, King of Prussia, PA. 610-828-6291.
- ✓ **May 5, 2000** – Next HENOD Meeting, Bayhealth Medical Center, Dover, General Foods Conference Center
- ✓ **May 16-19, 2000** – “Health Promotion Excellence in the New Century: Ascending New Heights,” SOPHE 2000 Mid-Year Scientific Conference, Adam’s Mark Hotel, Denver, CO. 202-408-9804.

(Continued from page 1)

As a result of our first mailing of HENOD information and our first membership meeting, HENOD has gotten off to a tremendous start. As of this writing, we have 35 paid members and approximately \$1400 in our Treasury, much of which came from our 1998 conference. If you haven’t yet joined HENOD, please consider making this important commitment (see membership information in this newsletter).

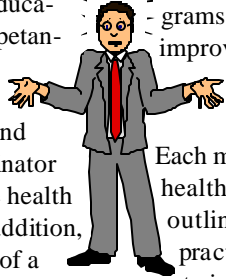
HENOD cannot succeed without the commitment and dedication of a number of volunteers who are willing to serve as officers, committee chairs and special interest group (SIG) chairs. See list of officers and chairs in this newsletter. We encourage you to not just become a HENOD member but to take an active role in HENOD by becoming a co-chair of one of our committees or SIGs. Please let me or any of the HENOD leaders know of your interest. Feel free to contact me to discuss your interests and ideas (302-428-4277).

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Are you up to “the Standards?”

As a regular feature of the newsletter, we will highlight one of the several competency-based health education responsibilities developed by a consortium of all national health education organizations including the Society of Public Health Education (SOPHE). These competencies were developed to clarify the identity and roles of health educators and develop a common denominator for all those working in the health education profession. In addition, it lead to the development of a curriculum framework and establishment of the National Commission for Health Education Credential, initiation of a certification system for entry-level health educators, and adoption of a continuing education system.

SO WHAT DOES THIS MEAN TO YOU!.... By reviewing the competencies presented in the newsletter, along



with “Tips and tools of the Trade” to put them into practice, you can enhance your health education skills and improve the assessment, development, implementation and evaluation of you health education programs. In doing so you will surely improve your job performance and benefit the lives of many Delawareans!

Each month we will highlight one health education competency as outlined by SOPHE, tie it into a practical scenario and provide tips to improve your compliance with that competency. To find out more about

The national health education competencies or certification for health educators, or for a complete list of competencies, contact the **Continuing Education committee:**
Carol Soha 234-3258

NATIONAL SOPHE PRESIDENT PLANS MEETING WITH HENOD!

Dr. Kathleen Roe, Professor of Health education at San Jose State University and national President of the Society for Public health education (SOPHE) will be meeting with HENOD representatives and Pennsylvania SOPHE Chapter leaders on Friday, march 31. Dr. Roe will be the closing speaker at the Pennsylvania Health Education Institute on March 31. She has agreed to meet with HENOD members and PA SOPHE members to discuss national health education issues and initiatives as well as regional collaboration of health education initiatives in PA and DE. Dr. Roe will be meeting with HENOD and PA SOPHE immediately following the conclusion of the two-day conference located at the King of Prussia Hilton. The meeting will be from 3:15 to 4:30PM. The meeting will then move to one of the local “watering holes” for those who would like to socialize with Kathy and colleagues from PA and DE (and avoid Friday afternoon traffic). All HENOD members are welcome to join this special meeting with Dr. Roe. For information on attending the PA Health Education Institute, contact Valerie Hamaday at 610-828-6291.

Surfing the Net

The internet is a wonder of information in the health field. Below are several websites for your perusal. Have fun and “surf on!”

Sites of professional health education organizations:

www.astdhphe.org

www.aahperd.org/aahe

www.sophe.org

www.nchec.org

Jobs in the health education field:

www.nyu.edu/education/hepr

National Academy on Aging:

www.agingsociety.org

Discovery Channel’s health site:

www.discoveryhealth.com

Broad health site listing national health observances, etc.

www.healthfinder.gov/news/special

Center for Disease Control site on nutrition, exercise, etc.

<http://eta.aed.org>

PBS Teacher source site:

www.pbs.org/teachersource/health.htm

Healthy People/DE sites:

www.healthydelaware.com

www.health.gov/healthypeople/





The Millenium March moves across Delaware for Health and Fitness!

By Christine Oaks, DSAAPD

In an ongoing effort to promote healthy, active aging, the Division of Services for Aging and Adults with Physical Disabilities (DSAAPD) announced in October, 1999 their new *Millennium March to Wellness - Walk Delaware 2000* campaign.

This year's wellness initiative is an expansion of last year's very successful Older Women's Health program and, as such, targets all older adults throughout Delaware rather than women only. Since the official kick-off of our Walk Delaware 2000 campaign

in October 1999, older men and women across the state along with members of the aging network are wholeheartedly embracing the positive aging message and participating in DSAAPD's fit-for-life program.

Hundreds of Delawareans have already accepted the challenge to walk the length (96 miles) and the width (35 miles) of Delaware throughout the coming year. Many folks within communities and senior centers throughout the state are forming walking clubs and special fitness classes to support

this effort. The Division is providing walking logbooks to all Walk Delaware 2000 participants for recording and tracking their walking mileage. Throughout the year we will be sponsoring special events and training programs to sustain the wellness momentum. In September 2000, we will gather together at our annual Beach Day celebration in Rehoboth Beach and recognize those who participated in Walk Delaware 2000. For more information on the Millenium March, contact Christine Oaks at 302-577-4791.

Healthy People 2010 Kick-off

This past January, the U.S. Department of Health and Human Services disseminated its Healthy People (HP) 2010 national health objectives. This is the third national health objective report starting with the HP report issued in 1979. The HP initiative is a collaborative project with governmental, health care, community health and education agencies, and business to determine benchmarks for national health goals and objectives. It is used by health planners, educators, and practitioners, elected officials, and many others as a basis for policy, programmatic and funding decisions across the nation. Individual states develop their own health benchmarks often using the national objectives as a basis for state-specific objectives. HP 2010 central goals are:

1. Increase quality and years of healthy life
2. Eliminate health disparities

To accomplish those goals, 467 measurable objectives (each with a defined data source) have been developed in 28 focus areas addressing ten leading health indicators. These indicators include:

- Physical activity
- Overweight and obesity
- Tobacco use
- Substance abuse
- Responsible sexual behavior
- Mental Health
- Injury and violence
- Environmental quality
- Immunization
- Access to health care

To obtain a copy of this two-volume document, call 1-800-367-4725 or access it on the web at www.health.gov/healthypeople. In Delaware, the Division of Public Health is coordinating the development of Healthy Delaware 2010. Health educators and members of HENOD are encouraged to participate. For further information on getting involved, contact the HD 2010 web site at www.



Mission Possible: Achieving a Tobacco-Free Delaware Conference Sponsored by Tobacco Free Delaware

On February 4, over 180 individuals gathered at Clayton Hall to network, learn and become empowered in the fight against Delaware's number one killer. Speakers and workshop leaders energized their audiences and sent everyone home with the commitment to achieving a tobacco-free Delaware. Highlights of the conference included a presentation by Peter Fisher from the Campaign for Tobacco Free Kids on the imperative of convincing legislators to use national tobacco settlement money for tobacco control. Dr. Aaron Chidekel of the DuPont Hospital for Children reminded us of the terrible toll tobacco takes on all our lives, juxtaposed to the glamorous images portrayed by the tobacco industry. Chuck Wolfe, from the American Legacy Foundation, previewed the controversial ads paid for by tobacco settlement funds.

During lunch, teen members of the Delaware Kick Butts Generation (DeKBG) were presented the President's Student Challenge Gold Award and gifts of appreciation were given to the graduating seniors. Donna Grande from the SmokeLess States Program Office spoke on successful youth programs and urged Delaware to promote youth involvement.

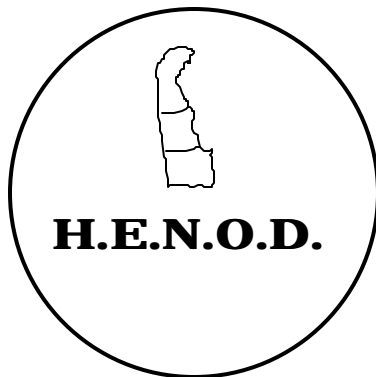
**THE HEALTH EDUCATION NETWORK
OF DELAWARE**

H E N O D
PO BOX 637
DOVER, DELAWARE 19903-0637

Phone: 302-739-4724
Fax: 302-739-3839
Email: rsimmons@christianacare.org

*Enhancing the health of
Delawareans through health
education and health
promotion.*

Look for our Website !
COMING SOON!!!



Looking to make new contacts outside your usual circle? Frustrated with your health education programs? Looking to share your successes? If you answered yes to any of these questions, the Health Education Network of Delaware might be for you. As health education moves into the 21st century we can be more effective in our public health efforts and ultimately make a difference right here in Delaware.

HENOD is designed to provide health educators in Delaware and the surrounding areas with the professional variety of skills needed to be successful in this challenging career. HENOD provides opportunities to network with others from across the State, develop new skills, and expand your understanding of health education issues from infectious diseases to personal safety.

Remember, HENOD is a professional organization for YOU, and not another Coalition, workgroup, or committee requiring more of your work time. For membership questions, or to find out more about HENOD's benefits contact Chris Manning @ 302-633-0200 (work) or 302-658-1583 (home) or email to: cmanning@heart.org.

