

# THE HENOD UPDATE



## A Message from the President

Inside this issue:

- October is Health Literacy Month* 2
- The Girl Scouts Are Spreading the Word About Folic Acid* 2
- Upcoming Professional Meetings* 3
- Come See the 5 A Day the Color Way Corn Maze* 3
- Trick or Healthy Treat* 3
- Fall Membership Meeting Agenda* 4

This missive is less a message than the musings of a guy looking at upcoming elections. If you think that I am preoccupied with elections, I plead guilty. I believe that the November national election may be the most important in the history of our nation. There are numerous issues facing the candidates

and the electorate, e.g. the deficits, jobs, Iraq, relationships with allies, terrorism. However, we in the health education profession are probably more likely than most to consider issues relating to health and education.

With that in mind, I have put together a list of issues that deal directly or tangen-

tially with our profession. Readers will surely be able to add others. These are issues that will influence my votes in both national and statewide elections. I suspect they will yours as well. Let's encourage our friends and relatives to consider them when they vote.

### Important Health Issues For the Upcoming Elections

**Medicare prescription drug coverage**

**Prohibition against purchasing drugs in Canada**

**Health insurance and the 45 million uninsured Americans**

**Rising health care costs**

**Increase in income for Medicaid eligibility**

**Needle exchange programs**

**Environmental protection**

**Maintaining the Clean Indoor Air Act**

**FDA regulation of tobacco**

**Medical malpractice insurance and caps on damages**

**Late term abortion**

**Women's rights**

**Gay rights**

**Stem cell research**

**No Child Left Behind**

**Bioterrorism**

**Consumer protection**

Given the fact that many Americans were surprised to find that they were not registered to vote in 2000, let's remind our friends and relatives to verify their registration before it is too late.

The HENOD election is

also very important this year. I believe that strong organizations have competition for leadership. Please consider running for office. There are also opportunities for leadership under our new SIG structure. HENOD is loaded

with excellent people capable of being extraordinary leaders. We will discuss this issue at our October 6 membership meeting. Please attend.

Tom Butler  
President, 2004

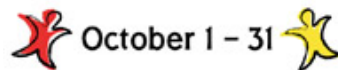
**HENOD wants to hear from you!**

If you know of an event, a new finding or program, a job opportunity, or any other piece of news that you would like to share in the HENOD newsletter, please send a brief description to Linda Tholstrup, newsletter editor, at:

[ltholstrup@hotmail.com](mailto:ltholstrup@hotmail.com)

For the winter issue, please submit items by December 15, 2004.

## October is Health Literacy Month



Healthy People 2010 defines health literacy as “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.” Unfortunately, data from the National Adult Literacy Survey indicate that 90 million Americans have limited literacy skills. Since health education has traditionally been through print media, this figure most likely reflects the number of people who are not only illiterate, but health illiterate. The message for the health field is clear—to be effective in treating patients and promoting positive health behaviors, we have to find new ways to communicate valuable health information.

**90 million Americans have inadequate or marginal literacy skills**  
**-National Adult Literacy Survey**

Helen Osborne, the founder of Health Literacy Month, offers some insights into improving health communication in her new book, *Health Literacy from A to Z: Practical Ways to Communicate Your Health Message* (2004). Additional resources for addressing the problem of limited health literacy are:

- ◇ The Harvard School of Public Health, Health Literacy Studies ([www.hsph.harvard.edu/healthliteracy/links.html](http://www.hsph.harvard.edu/healthliteracy/links.html))
- ◇ The American Medical Association Health Literacy Kit ([www.ama-assn.org/ama/pub/category/9913.html](http://www.ama-assn.org/ama/pub/category/9913.html))
- ◇ Plain Language Action Network ([www.plainlanguage.gov](http://www.plainlanguage.gov))



[www.healthliteracymonth.org](http://www.healthliteracymonth.org)

Health Literacy Month is a grassroots movement to increase awareness about the importance of clear health communication. For more information about

how you can get involved, visit [www.healthliteracymonth.org](http://www.healthliteracymonth.org). This website offers informative articles, as well as fact sheets, related links, and a compendium of state-based activities focused on improving health literacy. In October, celebrate Health Literacy Month by taking advantage of these great resources to improve not only your communication skills, but your impact on the health of your clients.

## The Girl Scouts Are Spreading the Word About Folic Acid



**THE NEW FOLIC ACID WOMAN PATCH!**

This year, for the first time, the Girl Scouts of the Chesapeake Bay Council will be able to earn a Folic Acid Woman patch. Lissa Frank, Director of Program Services for the Chesapeake Bay Council, and Sue Samuels, RN, Community Educator for the March of Dimes Leadership Grant and Christiana Care Health System, worked together to design the program, with the objective of sharing the folic acid message with young women before childbearing age. With an increased awareness of the health benefits of folic acid, young scouts will be able to incorporate folic acid into their diets before it is necessary for preconception health.

As part of the program, scouts will receive a worksheet with background information about folic acid and a list of more than twenty ac-

tivities to choose from in earning the patch. For younger scouts, activities include making a collage of good sources of folic acid, making up a skit about Folic Acid Woman (who saves babies from birth defects by helping people change their eating habits), or finding foods at home that contain folic acid. The older girls can create games and recipes that incorporate folic acid, talk to their health care provider about folic acid and offer to provide information for his/her practice, write an article for a school newsletter, or evaluate public service announcements.

This exciting program was unveiled at the Girl Scout Fall School at Grove Point Girl Scout Camp on September 11, 2004. It will be an ongoing program for the next several years as part of the Girl Scouts’ healthy lifestyle activities.

## Upcoming Professional Meetings ...

### HENOD Quarterly Meeting

October 6, 2004  
9-12 a.m.

Buena Vista Conference Center  
New Castle, DE

The agenda for this meeting is packed with interesting topics! To see the full agenda, take a look at page 4.

Help build HENOD—  
bring a colleague!

### Cancer Symposium

October 27, 2004  
6-8:30 p.m.

DuPont Country Club  
Wilmington, DE

This year's program, sponsored by the Christiana Care Helen F. Graham Cancer Center and the American Cancer Society, will provide health care professionals with clinically relevant information on current issues related to lung cancer screening.

To register, call the Christiana Care Community Health Coordination and Outreach Program at (302) 765-4161.

### SOPHE Annual Meeting

November 5-7, 2004  
Washington, DC

The theme of this year's conference is "power and influence." This conference will prepare the health education workforce to better use its power and influence in cultivating individual and systems changes that can lead to monumental improvements in the public's health.

For more information, go to:  
<http://www.sophe.org>

## Come See the 5 A Day the Color Way Corn Maze

This fall, a must see attraction in southern Delaware is the Winkler Farms corn maze.

Winkler Farms, in collaboration with Produce for Better Health, is celebrating the 5 A Day The Color Way cause with a magnificent maze, covering 12 acres of Garst field corn. Within the maze are 5 stations representing each of

the fruit and vegetable color groups. The goal of the maze participant is to reach each of the Color Way info stations and collect pieces to complete an educational puzzle. In addition to learning about nutrition, the 3-mile path through the maze offers a great opportunity for some physical activity.

This health promoting attraction can be found on US Rt. 13 in Kent County, 3 miles north of Harrington.

The maze will be open from August 28 through November 14, 2004. For more information, call Winkler Farms at 302-398-3406.



## Trick or Healthy Treat

Halloween is fast approaching, and let's face it, it is a health professionals nightmare. Millions of children going from door to door collecting mounds of sugar-laden, empty-calorie candy.

Even with the best of intentions, it is a very difficult holiday to make healthy. After all, no one wants to be the house that gets shunned because



they are giving out shiny red apples!

However, with some thought and a little ingenuity, it is possible to come up with some treats that both the kids and your conscience will enjoy.

Here are some Halloween treat ideas guaranteed to keep the ghost and goblins running to your door:

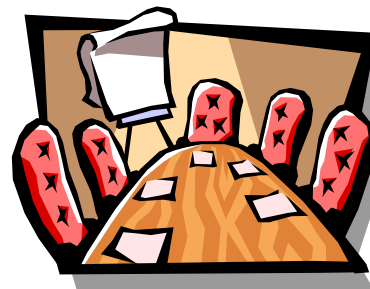
◇ Envelopes of instant cocoa

- ◇ Sugar-free gum
- ◇ Small boxes of yogurt covered raisins
- ◇ Small packages of nuts
- ◇ Snack size bags of microwave popcorn
- ◇ Cheese and cracker packages
- ◇ Pre-packaged fruit cups
- ◇ Small packages of trail mix
- ◇ Non-food treats (stickers, crayons, bubbles, tattoos, etc.)

Use your imagination and make this Halloween a healthy one!

## Fall Membership Meeting Agenda

- ◇ Welcome and introductions
- ◇ Approval of minutes – Chris Oakes
- ◇ Presentation of recommendations regarding SIGs and approval to change Bylaws
- ◇ Presentation of priorities for advocacy – Bob Hall
- ◇ Presentation: “Working with the Media” – Marianne Carter
- ◇ Sharing: “This is what my organization is doing” – announcements by all
- ◇ HENOD’s historical accomplishments – Rob Simmons & Chris Oakes
- ◇ Announcements regarding elections
- ◇ The future of HENOD
- ◇ Adjourn



\* There will be an opportunity for the Special Interest Groups (SIGs) to meet following the general membership meeting.

### Health Education Network of Delaware

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

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