

THE HENOD UPDATE



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The Results Are In!

After a close competition in the December election, we now have a fresh executive committee to pave the way for HENOD's health education and promotion efforts. Thank

you to everyone who demonstrated their support for HENOD by participating in the election, either by running for office or simply casting a ballot.

Congratulations to all of our newly elected HENOD officers. We look forward to their outstanding leadership in the upcoming year.

2005 HENOD Officers

President
Barbara Ward, MPH

Vice President
Reverend Robert P. Hall

Secretary
Marianne Carter, RD

Treasurer
Linda Smith, MA

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

For the spring issue, please submit items by April 15, 2005.

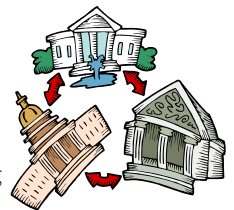
Health Education Advocacy in 2005

This year will be a challenging one for national health education advocacy due to expected federal budgetary cuts during the 2005-2006 congressional term. In order to retain resources, it will be imperative to create broad coalitions between the health and science sectors of our society to educate policy makers of the scientific basis for preventive health expenditures. To focus

national efforts, the Society for Public Health Education (SOPHE) has identified three advocacy priorities for 2005. These are:

- ◇ Programs that emphasize eliminating health disparities
- ◇ Environmental health education
- ◇ Comprehensive and coordinated school health initiatives

For information on national health education advocacy initiatives that address these priorities, go to the SOPHE website at www.sophe.org and click on "advocacy matters", or visit www.healtheducationadvocate.org.



DOE Promotes Coordinated School Health

In Delaware, as in other states, the Department of Education (DOE) is continuously working on integrating school health data and research into the school improvement process. The No Child Left Behind legislation requires each school district to formulate a plan for program development and improvement based on concrete data describing student needs. What may be missing from this plan is the connection between health and learning, an issue that can be addressed through a quality Coordinated School Health Program (CSHP).

Coordinated School Health Programs are based upon an 8-component model that schools can use to comprehensively assess and address the health needs of their students. The components include health education, physical education, nutrition services, counseling and psychological support services, health services, family and community involvement, school environment and school staff wellness.

As a step towards integrating health

into school improvement plans, DOE has established a School Health Resource Team, which includes staff from governmental agencies, education and community health representing each of the 8 component areas of the model.

Collaboratively, these teams provide an intense 3-day CSHP workshop for school teams to promote the relationship between health and learning. This fun-filled workshop is based on the "survivor" theme, with team challenges built into the agenda by the Delaware National Guard. The team-building exercises help the teams learn to solve problems, communicate, and make decisions. During the workshop, known as the School Health Leadership Institute, school teams are trained to analyze existing data to support school improvement efforts. Teams then develop action plans to address their schools'

health needs, and describe objectives for first year implementation. All plans include activities for enhancing family and community participation. Upon completion of an action plan, the school receives a \$5,000 mini-grant to implement their plan. Follow-up meetings are also held



Participants in the School Health Leadership Institute learn to work as a team

where school teams network and share success stories.

Implementation of the Coordinated School Health approach is just one step taken by Delaware's DOE to integrate health into school improvement. To

find out about other DOE initiatives, or to learn more about Coordinated School Health or the School Health Leadership Institute, please contact John Ray at jray@doe.k12.de.us.

Produce for Better Health Wins National Recognition

Congratulations to Delaware's own Produce for Better Health Foundation (PBH) on been recognized as a winner of the second annual Innovation in Prevention Awards. The awards, part of President Bush's HealthierUS initiative and Secretary Thompson's ongoing emphasis on preventive health, recognize organizations that have implemented innovative and creative chronic disease prevention and health promotion programs.

PBH is recognized in the category of Non-Profits for the "Changing How Kids Eat" program, an innovative campaign that encourages school foodservice operators and chain restaurants to promote consumption of 5 or more servings of fruits and vegetables a day to school-age children and their families.

"Produce for Better Health Foundation is "Changing How Kids Eat" in schools and restaurants across our nation," Secretary Thompson said. "We are

working from coast to coast to build a healthier, stronger America, and these efforts start at the local level. To promote healthier lifestyles, we need to reach Americans in the places they work, play and go to school. We have no better partner than Produce for Better Health Foundation."

As part of the program, PBH created resources to provide schools with proven promotions, activities and resources to increase fruit and vegetable offerings and increase student demand for healthful foods. Beginning with a six-month pilot program in four Florida school districts, PBH provided technical support to expand fruit and vegetable offerings in 12 schools. Initial results were very positive, showing increased consumption at each school, and the program has since been expanded.

Additionally, the organization targeted chain restaurants with a business case for

increasing fruit and vegetable menu choices, highlighting research that shows strong consumer demand for such choices. According to Dr. Elizabeth Pivonka, president of Produce for Better Health Foundation, "PBH research shows that increased fruit and vegetable offerings by family-oriented restaurants would appeal to customer's interest in better health and ring up higher sales in the process. Two restaurant chains, Shoney's and Robek's, have already successfully implemented 5 A Day The Color Way awareness campaigns," she continued. "PBH is building on these leadership programs by providing the foodservice industry with additional fruit and vegetable marketing research, facilitating partnerships between foodservice operators and the produce industry, and disseminating best practices nationwide."



Upcoming Professional Meetings ...

15th Annual Art & Science of Health Promotion Conference

March 14-19, 2005
San Francisco, CA

This conference, focused on disseminating effective health promotion strategies, will be organized into 5 clusters of sessions: Financial Impact of Health Promotion, Program Management Skills, Behavior Change Strategies, Combating Obesity, and National Health Policy and Advocacy.

For more information, go to:
www.healthpromotionconference.org

HENOD Quarterly Meeting

To Be Announced

Please stay tuned to the HENOD website for information on the date, time, and location of the next meeting.

Help build HENOD—
bring a colleague!

23rd DHPE/CDC National Conference on Health Promotion

May 25-27, 2005
Minneapolis, MN

Titled “Health Promotion and Education at the Crossroads: New Public Health Directions,” this conference will

For more information, go to:
www.kevric.com/DHPE/

Are you and your employees prepared for the unexpected?

The American Red Cross of the Delmarva Peninsula would like to help you make your workplace a safer environment for your employees. They offer a complete array of workplace training classes in topics such as First Aid, CPR, Automated External Defibrillation, Bloodborne Pathogens and more. Your employees can be trained and certified by an American Red Cross instructor at your facility, and at a time that is con-

venient to you.

Wondering what the training covers?

First Aid - Learn basic disease transmission precautions and emergency care for bleeding, splinting and other first aid emergencies.

Adult CPR - Learn to recognize and care for breathing and cardiac emergencies in victims ages 8 to adult.

Adult CPR/AED - Learn all of the skills from the Adult

CPR class as well as the basics of Automated External Defibrillation.

Bloodborne Pathogens - Learn about the Bloodborne Pathogens Regulation issued by OSHA, as well as basic practices for preventing disease transmission.

All classes require a minimum of 8 students. For more information, please call Sue Powell at (800) 777-6620

American Red Cross Safety Trainings Available:

First Aid

Adult CPR

AED

Bloodborne Pathogens

ext. 6275 or (302) 472-6275, or email spowell@redcrossdelmarva.org.



www.smallstep.gov

A Recommended Resource from a HENOD Colleague

A new study released by HHS' Centers for Disease Control and Prevention shows that deaths due to poor diet and physical inactivity rose by 33 percent over the past decade and may soon overtake tobacco as the leading preventable cause of death. While

this may provide job security for some of us, it also provides a “call to action” to step up our efforts to promote prevention.

I was fortunate to attend the Steps to a Healthier U.S. Summit in Baltimore this past spring. I came away with some great information, and want to share a resource that I have used extensively since then. The Healthy Lifestyles campaign, sponsored by the US Department of Health

and Human Services, encourages American families to make small exercise and dietary changes a consistent part of their daily routine.

As health educators, we are aware that “gloom and doom” messages are ineffective. In addition, most Americans get overwhelmed when told to make multiple lifestyle changes. This

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campaign offers realistic positive steps that consumers can take to make improvements in their health.

The Healthy Lifestyles & Disease Prevention initiative -- which includes multi-media public service advertisements (PSAs) and a new interactive Web site -- www.smallstep.gov -- encourages Americans to make small activity and dietary changes, such as using stairs instead of an elevator, or taking a walk instead of watching television. There's a list of over 100 small steps developed for the campaign. (My favorite is #33 -- "More carrots, less cake.")

The PSAs were developed for HHS in cooperation with the Ad Council. De-

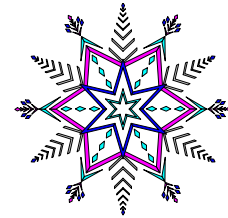
signed for all media, they provide tongue-in-cheek examples of the power of small steps for long-term, sustained weight control and good health. The television commercials are terrific, and show typical Americans finding "love handles," double chins, and other unwanted body parts in public places, apparently "lost" as their neighbors used the stairs instead of the escalator, got active at the beach or walked to the office.

The PSAs, available at http://www.adcouncil.org/campaigns/healthy_lifestyles, will run and air in advertising time and space that is donated by the media. The companion Web site provides information for Americans to incorporate the small steps into their rou-

ties. There's a section on eating better that includes recipes, and one for getting more active that contains an activity tracker. Ideas are presented in bite-size "do-able" ways; consumers can even sign up for a Small Steps newsletter via e-mail.

If you were unaware of this resource, I encourage you to check it out at www.smallstep.gov.

Submitted by HENOD member
Marianne Carter, MS, RD



Health Education Network of Delaware

Enhancing the health of Delawareans through health education and promotion.

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