



Thoughts from the Front Line: Practicing What We Preach

The fall season brings crisp, cool air and ushers in the holidays with all that they entail. As work and family commitments pile up in the coming months, will we sacrifice our own health and well-being in order to care for others?

The irony among those in the health field is that sometimes we counsel our patients and clients to adopt health behaviors that we as professionals do not practice. For example, a recent survey of physicians published in *The Journal of the Duval County Medical Society* in Jacksonville, Florida, revealed that although 70% of physicians in the study encouraged their patients to exercise, only 48% of physicians actually engaged in regular exercise at least 3 days a week

(as defined by running, walking, gardening, aerobics, etc).

Source: <http://www.dcmsonline.org/jax-medicine/2003journals/resresearch/survey.htm>

Taking time for ourselves, and caring for ourselves first, is one of the best ways we can invest our time. When we care for ourselves first, we know we are doing all we can to insure our optimal health. This improves our effectiveness as professionals and enhances our quality of life.

We also have a more significant impact on those we counsel and “cajole”

when we lead by our own good example.

As we move into this new season of transition and opportunity, let’s use our health education network to encourage one another to “walk the talk”. When we, as health educators in Delaware set the pace in our personal health behaviors, we strengthen our message within the communities we serve.

-Linda Smith, M.A.
U.D. Employee Wellness Center

Do you have some words of encouragement, wisdom or insight you’d like to share? Submit them for next the quarterly newsletter!

The leader teaches more through being than through doing.

John Heider,
The Tao of Leadership

Submit a HENOD News Item

Let your fellow HENOD members know about upcoming events, conferences, health initiatives and other news of note. Submit your news items to Linda Smith at lasmith@udel.edu by the deadlines posted at the right.

Networking is a two-way street, so let’s hear from you!

Deadlines for Submissions:

October Issue: Sept. 15, 2003

January Issue: Dec. 15, 2003

April Issue: March 15, 2003

July Issue: June 15, 2003

Let’s Get Wired Up!

Let video conferencing work for you! Check out California Distance Learning Health Network at www.cdlnh.com. You will find a comprehensive list of all distance learning products and courses, satellite broadcast schedules, the Public Health Cafe, as well as relevant stories and

links to other online resources.

The Public Health Cafe is an online resource offering timely webcast presentations from your public health colleagues throughout the nation - all at the convenience and privacy of your own computer!

Several of the presentations are free of charge.

Upcoming Professional Meetings... Near and Far

HENOD Quarterly Meeting

December 11, 2003

9-11 a.m.

American Heart Association
1096 Old Churchman's Rd.
Newark, DE 19713

Looking for some inspiration, new information? Feeling the need to re-connect with fellow health educators?

Join us for this informative meeting.

Read more about our speakers below.

2004 PA Annual PA SOPHE Meeting and Health Educator Institute

March 8-9, 2004

Penn State University,
State College, PA

Call for abstracts by: 10/19/03

For an abstract form, e-mail
Kathleen Allison at
kallison@lhup.edu

International Union for Health Promotion and Education's XVIIIth World Conference on Health Promotion and Health Education

April 26-30, 2004
Melbourne, Australia

Call for abstracts by: 10/31/03

For registration, information and
abstracts form go to:

<http://www.health2004.com.au/>

HENOD Presentation #1: Health Policy Trends and Challenges

Eric Jacobson serves as the Assistant Director of the Institute for Public Administration. He is a Policy Scientist with the Institute and holds a faculty appointment as an Assistant Professor with the School of Urban Affairs and Public Policy at the University of Delaware. <<http://www.udel.edu/suapp>>.

In 2001, he received the University's Excellence in Teaching Award. His teaching, service and research interests are primarily in the

areas of health policy, public economics, and compensation management. From 2000-2002, he served as the Director of the University of Delaware's Master of Public Administration program. Professor Jacobson has ongoing projects sponsored by the State Legislature's Joint Finance Committee, the State of Delaware Office of the Controller General, the State Office of Personnel, and the Delaware Health Care Commission. His recent public service and research activities have focused on

health care quality assessment, funding of senior centers, and economic impact of sporting events. He is the author or co-author of more than 40 reports and articles.



Presentation #2:

Fads, Fallacies and Flim Flams: The Potential Dangers of Dietary Supplement Use

Dr. Nancy Cotugna, DrPH, RD received her BS in Food and Nutrition from the University of California, an MS in Nutrition Science



from Rutgers University, and a doctorate in Public Health specializing in health

promotion and education in nutrition from Loma Linda University.

She currently is a professor in the Health, Nutrition and Exercise Sciences Department at the University of Delaware, where she teaches community nutrition, nutrition education, diet and cancer prevention, health behavior theory. She also serves as the chairperson

of the Dietary Supplement Abuse Task Force for the National Council Against Health Fraud and on the board of the American Council on Science and Health, a group of scientists whose mission is to present balanced, scientifically sound health information to the public.

National Health Education Week

National Health Education Week (NHEW) is celebrated the third week of October. This year, National Health Education Week is Oct. 20-26 with the theme, "Every Step Counts" promoting physical activity.

Members of the Society of Public Health Education (SOPHE) have received national health education week materials which includes a summary of the week, national resources to promote physical activity, and NHEW "Every Step Counts" curriculum materials and

posters for elementary school and middle school aged youth.

In addition, the National Center for Health Education (NCHE) has physical activity promotion

resources from children and parents available through their web site at www.nche.org.



Be Active Kids

In 1999 Blue Cross Blue Shield of North Carolina launched its Be Active Kids program in 10 or the 100 counties in the state. Its healthy eating and physical activity messages are targeted to 4-5 year old children in child care and early education programs such as Head Start and has received a special award for community outreach from the American Asso-

ciation of Health Plans. While services are limited to sites in North Carolina, their website, www.beactivekids.org, is full of great ideas for health promoters who work with young children.

Be Active Kids promotes healthy eating and physical activity for children ages 4-5.



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