

THE HENOD UPDATE



A Message from the President

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The word for today is "participate."

HENOD offers a variety of ways for members to participate in the network's collective efforts to improve the status of the health of Delaware citizens. I hope that all of you will see HENOD as an opportunity for you to join in. A few examples are:

- ◆ Advocate for a health related issue. Examples include the creation of a foundation to manage assets received by the State as a result of conversion of a nonprofit health-care entity to for-profit status (HB 455), increased emphasis on health education in the schools, and the effects of gambling on Delaware citizens. To advocate on behalf of

HENOD, simply send your opinions to Ginny Corrigan at vcorrigan@christianacare.org

- ◆ Join a committee or Special Interest Group (SIG). HENOD has a number of committees that can put your expertise to work. The network recently voted to reduce the number of SIGs to two. Even with fewer SIGs, there is plenty of room for you. We will clarify the change and accept (plead for) active members at our July 29 meeting. Please consider joining or leading.
- ◆ Make a presentation at a membership meeting. Simply contact me and we

will schedule you as a presenter.

- ◆ Run for office. We will be electing officers, including president, late in the year.

This is an opportunity for you to participate in leadership. Please

think about it. The time commitment is probably not as great as you think and the rewards are probably greater than you think.

This "message" is as important as it is short. Any organization is only as strong as its membership. We can make HENOD a stronger network with shared leadership and participation. I look forward to working with all of you.

- Tom Butler, President, 2004

The word for today is "participate."

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 fall issue, please submit items by September 15, 2004.

National Health Education Conference Tapes Available

Did you miss the National Health Education Conference this year? Well, you are in luck! Videotapes are now available of several plenary sessions which were broadcast by satellite from the National Conference on Health Education and Health

Promotion. Three VHS tapes are available from the 2004 conference in Orlando, and two from the 2003 conference in San Diego. The lectures will also be available soon on compact disc.

For a listing of the lectures available, please refer to page 4

of this newsletter. Anyone who would like to borrow the tapes should contact Fred Breukelman at the Division of Public Health, 302-744-4727, or fred.breukelman@state.de.us.



Smoking on the decline in Delaware

Health professionals in Delaware have a new reason to celebrate. Data from several sources indicate that smoking, the #1 preventable cause of premature death in the U.S., is on the decline in Delaware.

According to the Delaware Behavioral Risk Factor Survey, the prevalence of cigarette smoking among Delaware adults declined by 11% in 2003, to 21.9%. (Smoking prevalence in Delaware has been at about 25% for the past decade.) Even more promising, smoking prevalence among young adults (age 18-24) decreased by 25% (from 36% in 2002 to 27% in 2003), indicating that this downward trend may continue. In recent years, young adults have had the highest smoking prevalence of any age group.

These data come from the Delaware Behavioral Risk Factor Survey, an annual survey of Delaware's adult population about behaviors

which affect risk of disease and disability. The study is a joint effort of the Delaware Division of Public Health and the U.S. Centers for Disease Control and Prevention (CDC). The 2003 BRFSS interviewed 4,000 Delawareans age 18 and older.

Results of the Behavioral Risk Factor Survey also showed that most of the decrease was among adult women. In 2003, 18% of Delaware women were regular cigarette smokers, compared to 24% in 2002. Although there was no decrease in smoking among men, slightly more men became part-time or "some-days" smokers, that is they smoke on some days, but not every day.

Information released earlier this year from the Division of Public Health's 2002 Delaware Youth Tobacco Survey showed that high school and middle school smoking rates have also declined. Among public middle school students, use of cigarettes in the past month dropped from 15% in 2000 to 11% in 2002.

The Youth Risk Behavior Survey, conducted by the Delaware Department of Education, also showed a decrease in smoking among Delaware public high school students from 35% in 1997 to 23.5% in 2003.

These decreases are attributed to the state's comprehensive tobacco prevention program, resources to help smokers quit, and implementation of the strongest Clean Indoor Air law in the nation. The Tobacco Prevention and Control Program is funded by the Delaware Health Fund and by a grant from the CDC. The program provides a variety of services, based on the state tobacco plan and the CDC's *Best Practices for Comprehensive Tobacco Control Programs*. The success of this program clearly demonstrates that comprehensive health promotion programs are effective in bringing about positive health behavior changes.

**Smoking prevalence
among young adults
decreased by 25%
in 2003.**



www.state.de.us/lrgov/
www.getupanddosomething.org

Update on the Lt. Governor's Challenge

The Lt. Governor's Challenge is a free, 12-week, self-monitored activity program designed to help Delawareans become more physically active. This initiative is co-sponsored by Lt. Governor John Carney, Delaware Division of Public Health, the American Cancer Society, Christiana Care, University of Delaware, and the Delaware State Chamber of Commerce.

Participants in the Challenge track their activity, and earn points for every 30 minutes of movement. Points vary depending on how strenuous the activity is, however all activities "count." Participants can engage in any type of activity, from

gardening to running. Registrants can choose to track their activity in a logbook that is provided, or they can take the Challenge totally online. Based on how many points are earned, participants may qualify for a bronze, silver or gold medal at the end of the 12-week period.

To date over 12,000 Delawareans have participated, and we're calling on HENOD members to help spread the word about its availability.

To learn more, contact the Lt. Governor's Office at 302-577-8787 or go to www.getupanddosomething.org and click on "Lt. Governor's Challenge."

Upcoming Professional Meetings ...

National Wellness Conference

July 10-15, 2004

Stevens Point, WI

The theme for this year's conference is "Creating Optimal Wellness Environments." Topics will include the built environment, the financial impact of health promotion, and organizational culture, just to name a few.

HENOD Quarterly Meeting

July 29, 2004

9-11 a.m.

Kent General Hospital

Dover, DE

The focus of this meeting will be children's health. John Ray, from the Department of Education, will speak about the School Health Leadership Institute, and Debbie Chang will share information about Nemours Health and Prevention Services.

2nd National CDC Prevention Conference on Heart Disease and Stroke

August 17-19, 2004

Atlanta, GA

Attendees will expand their knowledge of the current and emerging developments in heart disease and stroke prevention and learn about policy and environmental strategies for promoting cardiovascular health.

For more information, go to:

http://www.cdc.gov/cvh/announcements/heart_stroke_conference.htm

5K Run to Benefit the Epilepsy Foundation of Delaware

There are 10,000 people in Delaware with epilepsy. The Epilepsy Foundation of Delaware is a state-wide, voluntary, non-profit organization dedicated to enhancing the quality of life for these individuals.

The Epilepsy Foundation is hosting a 5K Run/Walk to



help fund the services they provide to families challenged by epilepsy. This event also provides funds for educational programs that promote understanding of epilepsy and proper first-aid for seizures.

This is a worthy cause, so walk or run, but come have fun! There will be prizes for the top finishers and fundraisers.

For information on how you can help, please call (302)999-9313 or 1-800-422-3653

5K Run / Walk

Wednesday, June 30, 2004

6 p.m.

(Registration at 5:30 p.m.)

Rockford Park,
Wilmington

Creative Pockets Teaches Kids About Healthy Eating

September is National 5 A Day Month, and what better way to spread the word about fruits and vegetables than with a new teaching tool from Produce for Better Health.

Creative Pockets, a new 5 A Day the Color Way teaching kit, promotes teacher-student and parent-child interaction, while making it fun to learn about fruits and vegetables. The kit contains aprons for the teacher and students, as well as lesson plans, flash

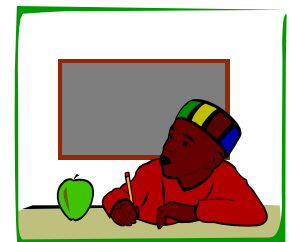
cards, reproducible masters, and more. The lesson plans, which are geared toward preschool through 2nd grade students, come alive when the teacher puts on the Color Way/Creative Pockets apron, and children select one of the pockets where fun activities await them.

Imparting important health information isn't always easy to do with kids, but Creative Pockets is a fun, new way to reach the minds of students.

For more information about Creative Pockets, contact Elizabeth Kavanaugh at (302)235-2329 or ekavanaugh@5aday.org.

Creative Pockets was developed by Produce for Better Health Foundation, a non-profit organization whose mission is to be the catalyst for creating a healthier America through increased consumption of a variety of fruits and vegetables. The Foundation is chair of the National 5 A Day Partnership, which is a collaboration of gov-

ernment agencies, non-profit organizations, and industry working to expand the 5 A Day for Better Health program to increase consumption of fruits and vegetables for improved public health.



Plenary Sessions Available on Tape (cont. from p.1)

- 1) **"Principles for Effective Communication of Health Risks in High Concern, High Stress Situations,"** by Vincent T. Covello, Ph.D., director of the Center for Risk Communication in New York City. Dr. Covello is an internationally recognized expert in the science-based approach to communicating in sensitive, controversial or emotionally charged situations. In this address, he discusses some great communicators and the principles which made them effective.
- 2) **"Transforming Vision to Reality: The Potential Power of Partnerships,"** by Eduardo J. Sanchez, M.D., M.P.H., Commissioner of Health in Texas. Dr. Sanchez discusses challenges to public health, and the importance of new alliances and new mental models for action.
- 3) **"Bridging Traditional Environmental Health and Health Promotion."** This is a panel discussion by three representatives from the Agency for Toxic Substances and Disease Registry (ATSDR), a sister agency of the Centers for Disease Control and Prevention. Panelists from the ATSDR health promotion office are: Sandra M. Lopez Carreras, M.S.; Grant T. Baldwin, Ph.D., C.H.E.S.; and Terrie Sterling, Ph.D., M.Ed.

- 4) **"Strategies for a Tumultuous Public Health Future: Getting It Right,"** by James S. Marks, MD, MPH, director of the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention. Dr. Marks describes the serious public health and social consequences of chronic diseases and their related risk factors within our current health care system. This is also available as a slide show on the CDC website at: http://www.cdc.gov/nccdphp/burden_pres/ This presentation contains essential information about the importance of health promotion in the coming years.



- 5) **"The Politics of Food Choice,"** by Marion Nestle, Ph.D., M.P.H., Professor and Chair of the Department of Nutrition and Food Studies and New York University. Dr. Nestle addresses some of the political-social issues related to food choice, obesity and efforts to promote healthy eating.

Health Education Network *of Delaware*

Enhancing the health of Delawareans through health education and promotion.

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