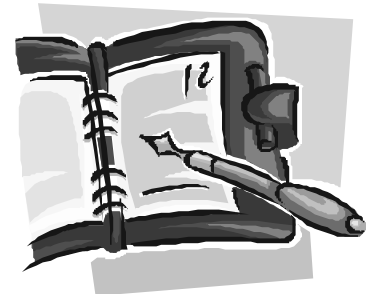


## March 21, 2002 Set for HENOD's Annual Conference

The 2002 annual HENOD conference will be held on Thursday, March 21, 2002 at the MBNA Bowman Center in Newark, DE.

The planning committee has worked hard to put together an exciting program. Confirmed speakers include John Allegrante, Ph.D, President of the National Center for Health Education and Professor at Columbia University, as well as Paul McGhee, Ph.D., Psychologist and President of The Laughter Remedy.



SAVE THE DATE!!!

The Committee is currently soliciting exhibitors, so if you work with a company/vendor whom you think might be interested, please contact Co-Chairs Chris Oakes (577-4791) or Marianne Carter (831-1109). We look forward to seeing you on 3-21-02!!

## AND THE VOTES ARE IN.... HENOD HOLDS OFFICER ELECTIONS

By Helene Gladney, Awards Chair

The results of the 2001 HENOD officer elections have been counted. Thanks to all of the HENOD members who showed their support by returning their ballots. Please welcome HENOD's 2002 Officers:



**President**

**Michael Peterson**

**Vice President**

**Marianne Carter**

**Secretary**

**Romie Lutz**

**Treasurer**

**Fred Breukelman**

## A Message from the President By Rob Simmons

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### Where We've Been, Where We Are, and Where We're Going

As this is my last newsletter column as HENOD President, I wanted to reflect back on our past, our current status as a health education organization and our future.

**WHERE WE'VE BEEN:** HENOD started in 1997 when Romie Lutz (then at the Delaware Office of Aging and Disabilities) and I met to discuss collaborative health education initiatives and decided to call an informal networking lunch meeting. Not knowing for sure if the two of us would be meeting for lunch or if we would be joined by any of the 20 people we contacted, a total of 14 health educators met in the spring of 1997. The response from the meeting was that there was a strong need for health educators to come together and to hold additional meetings in the future.

As a result of that meeting, we organized three additional meetings over the next year, holding them at the Smyrna Rest Stop conference room. By the end of 1997, Fred Breukelman (Director of Health Education with the Delaware Division of Public Health) coined our name, "Health Education Network of Delaware" (HENOD). We achieved a milestone in the fall of 1998 by coordinating a statewide health education conference in Dover with the tremendous assistance from Fred and the Division of Public Health, Fran Smith and the Delaware Public Health Association, and many others. That support was essential, as of course, we had no budget for the conference.

Eighty-two people participated in our conference with plenary presentations from Dr. Audrey Gotsch from Rutgers University (American Public Health Association's President Elect that year), Elaine Auld, Executive Director of the Society of Public Health Education (SOPHE) in Washington D.C., and representatives from the University of Michigan Health Media Center. In 1999, officers and HENOD leaders were selected (whoever volunteered to serve). We took the bold step to become a membership organization in 2000 charging a \$15 annual fee (\$7.50 for full-time students and retirees). Secretly, we were hoping to have 35-50 members by the end of the year.

During 2000, word-of-mouth about HENOD spread, primarily from our excellent health education presentations at our membership meetings and the work of all our leaders such as Chris Manning who served as Membership Chair. Fred developed a HENOD web site to broaden our communication in 2000. Romie and Joy Osterhout coordinated our HENOD newsletter. At the end of 2000, we had 64 paid members. This past spring, we organized another statewide health education conference under the coordination of Marian Hay. 114 people attended the all-day conference in Newark. Most importantly, we created an interest and commitment to coordinate an annual health education conference. At last spring's conference we presented our first annual health education awards. During 2001 we developed and passed our first HENOD By-laws, conducted our first member survey, took positions on several federal and state proposed laws, participated on national SOPHE teleconferences as a SOPHE affiliate, and have developed a nominating process for our first election of HENOD officers. Our membership meetings have been outstanding throughout

**WHERE WE ARE:** The development of HENOD over four short years has been amazing. To date, we have approximately 90 HENOD members with a bank balance of over \$2800. Our nominating committee has developed a full slate of officers according to our By-laws and we will be holding our first member election of officers this month for our 2002 officers. This is so key to any organization as new leaders are developed so that it is not the same people leading the group year-after-year. Our annual meeting planning committee has been in full force with great plans for our 2002 annual meeting on March 21. Our quarterly membership meetings are well established. After a transition of newsletter editors, our newsletter will be coming out on a regular basis. We will begin providing an annual membership directory in early 2002 as a membership benefit.

**WHERE WE ARE GOING:** The future of HENOD is so bright. I can envision us expanding our membership to include more health educators, particularly those in workplace settings and community settings such as faith-based organizations. We clearly need to involve more people of color and more health educators who work and live in southern Delaware. As we market our HENOD meetings and conferences to broader audiences, word-of-mouth about HENOD and health education in general will expand. An annual HENOD membership directory will enhance our ability to network and get to know each other best as colleagues and resources.

Our meetings will increasingly focus on professional development of health education knowledge and skills as we assess our abilities compared to national health education responsibilities competencies and have discussions about how we apply the national health education code of ethics. Via multiple communication channels, we'll discuss relevant articles on health education theories and most importantly, best practices such as the recent article in the national SOPHE journal, Health Promotion Practice describing the manual, *Getting to Outcomes: Methods and Tools for Planning, Evaluation and Accountability*.

I can envision HENOD becoming incorporated as a 501c3 to enhance resource development opportunities. Such opportunities will increase our capacity to take a more active role in professional development by providing scholarships and stipends for health education and supporting some community health education initiatives. As we grow and enhance our members and member services, we will take on a greater advocacy role for health education policies and legislation. Government and private agencies will ask HENOD to send representatives to serve on various health-related task forces and committees and policy makers will contact us to inquire about HENOD's view of prospective health policies.

It is my hope that HENOD will consider becoming a national SOPHE Chapter representing Delaware which would connect us with SOPHE Chapters around the country and increase our involvement and participation in national health promotion initiatives. A special opportunity is close at hand as the 2002 national SOPHE annual meeting will be held in Philadelphia from Nov. 8-10, 2002. This will be followed by the American Public Health Association (APHA) meeting from Nov. 10-14 with its strong public health education and health promotion section. It has been nearly 30 years since the last SOPHE and APHA meetings were held in our "backyard" so it is a unique opportunity for all HENOD members to participate in such important national meetings.

The theme of next year's SOPHE conference will highlight the interdisciplinary spirit of health education and a declaration of interdependence as we explore the various "truths" of health education in the "City of Brotherly Love" while we honor our past, acknowledge the present, and anticipate the future. I guess I've tried to do a little of that. Thank you to everyone who has helped make our dream of a strong health education network in Delaware become a reality

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# TOOLS OF THE TRADE

Coordinating Provision of Health Education Services

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The purpose of this regular feature is to educate the reader about the Responsibilities and Competencies for Health Educators as established in the late 70's by leaders in the health education profession then adopted, formalized and promulgated by The National Commission for Health Education Credentialing, Inc.

Guest contributor, Carol Soha, Ph.D., CHES, Executive Director of NCHEC

To be a successful coordinator of a health education services, you need to collaborate and cooperate. To enable you to do this, you need:

- A thorough understanding of community resources including people, programs, facilities and services, and,
- Skills to build collaboration between interdisciplinary and interagency personnel and organizations.

## The Resource Directory

Unless you have a firm grasp of what is happening in your community relative to a particular program or intervention you are planning, it is difficult to know how needs are being met or how you might cooperate with others in addressing a health education need. The process of compiling a resource directory could give you a very valuable understanding of the community. Not only will you learn about others but also they'll learn about you. You'll learn where there are gaps in services and duplication of efforts.

If you commit to doing a resource directory, you should also commit to keeping it up-to-date. With emailing, this is not as big a problem as it once was. Before jumping in to develop a directory, though, check to see if one already exists. Contact local non-profits, schools, public health departments and health care organizations.

## Collaboration Skills

As a health educator, you may be called upon to serve as a liaison or facilitator of cooperation among disparate groups. Working together requires dealing with issues such as goal setting, expectations, negotiating, problem-solving, leadership and conflict management. Probably the greatest obstacle to collaboration is pride and turf protection. The greatest incentive is the savings of resources and the desire to unite for a more cost-effective program.

Negotiation is crucial to collaboration and the prevention or resolution of any conflict.

Successful negotiation involves: 1) meeting on neutral ground; 2) actively listening to each other; 3) asserting one's self responsibly; 4) lowering defenses; 5) seeking consensus; 6) compromising; and, 7) seeking satisfaction for all sides.





## TOOLS OF THE TRADE *continued*



The bottom line in coordinating the provision of health education services is that you don't want to re-invent the wheel. Working together should get you a bigger bang for your buck. If KFC and Taco Bell can do it, so can health educators.

This article is based on the health educator competencies as described in *A Competency-Based Framework for Professional Development of Certified Health Education Specialists*, The National Commission for Health Education Credentialing, Inc., 1996. For details on all the competencies, go to [www.nchec.org](http://www.nchec.org).



### HELP HENOD GROW!

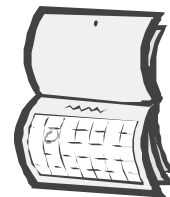
Give a colleague a gift membership. A bargain at \$15. Your colleague will receive a gift card announcement, a letter describing membership benefits, and an invitation to attend the next meeting.

Send a \$15 check made out to:  
HENOD  
P. O. Box 637, Dover,  
DE 19903.

Please enclose a note with the gift recipient's name and professional address.



### Calendar of Events—Mark Your Calendar!



*SAVE THE DATE!*

- HENOD Membership Meeting, **December 11, 2001**—Wilmington Hospital Conference Center, Wilmington, DE
- HENOD Annual Conference, **March 21, 2002** - MBNA Bowman Center, Newark, DE
- SOPHE National Conference "The Interdisciplinary Spirit of Health Education and a Declaration of Interdependence," **November 7-10, 2002** - Philadelphia, PA

THE HEALTH EDUCATION NETWORK OF DELAWARE

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[WWW.HENOD.ORG](http://WWW.HENOD.ORG)

*The Health Education  
Network of Delaware  
~H.E.N.O.D.~*

Happy Holidays!



Invest in Yourself.  
Pay your 2002 HENOD Dues.  
Send your \$15 check to:  
HENOD, Box 637  
Dover, DE 19903



## Co-Chair Needed!

The Advocacy Committee is in need of a co-chair.  
Interested in filling the position or  
forwarding advocacy topics?

Contact Diane Oliver: [oliver@netcarrier.com](mailto:oliver@netcarrier.com)