

AAHE At-A-Glance
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Hello!

In this first edition of **AAHE At-A-Glance** I have included updates on the

- AAHE 2004 New Orleans Convention Highlights,
- AAHE sponsorship of web-based professional development courses in health education and promotion,
- AAHE Professional Development Study Tour in Australia in April 2004 in Conjunction with the IUHPE 18th World Conference on Health Promotion and Health Education,
- New AAHE Worksite Health Initiative, and
- 2003 AAHE/HEDIR Technology Awards Breakfast.

For more information about AAHE, please go to this website -- <http://www.aahperd.org/aahe>

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AAHE 2004 NEW ORLEANS CONVENTION HIGHLIGHTS

The American Association for Health Education, in collaboration with the National Library of Medicine, National Association for Equal Opportunities in Higher Education, and United Negro College Fund, is hosting a one-day conference at the 2004 AAHPERD Annual Convention, "Leading the Way for Health Education and Promotion: Capacity Building at HBCUs, focusing on health issues of African Americans and the role of Historically Black Colleges and Universities in health education and promotion. The conference will be held on March 30, 2004 from 8:00 am to 5:00 pm. Registration fee of \$75 is required to attend; the fee will include conference materials, luncheon and a reception. This conference is limited to the first 250 registrants.

A full day and a half will be devoted to programs on worksite wellness, with a half day, in-depth conference preceding the programs. Worksite Health encompasses all settings in which health promotion and education programming is directed at the employees of the organization, generally with the goal of risk reduction, health care cost containment, productivity management, etc. Health educators can learn about stress management in the workplace in a 4-hour in-depth workshop and attend sessions on cultural diversity, challenging the staff to get moving, strategies for building successful worksite health promotion programs and more.

A full day of programming will be devoted to programs on community health education with program topics to include: Health and Behaviors of Nepalese Community, Health, Nutrition & Exercise Prevention Programs In Rural Areas, Assessing HIV/AIDS Knowledge and Attitudes Among African American 'Church-going' Adults, Revenge of the Puffmeister: Small Towns Fight Tobacco, Girl Power - A Health Initiative with a Twist! .

School health educators will be excited to note that three roundtable sessions on teaching strategies have been included in this year's program. In addition there will be the HEDIR Technology Seminar and a variety of interesting content programs such as, "The Proliferation of Legalized Gambling: Implications for Health Education"; "Body Art: Tattoos and Piercings What Educators Need to Know"; "Interpersonal Violence in the Schools", and "A Childhood Overweight Prevention Initiative".

For students, the AAHE Outstanding Undergraduate Health Education Majors of the Year awards ceremony will be combined with the AAHE Students and Leaders in Conversation session. There is also a student research poster session planned. All registrants will want to attend the AAHE Scholar presentation "The Future Health Education Paradigm: Uncommon Thoughts About Common Matters".

AAHE SPONSORS WEB-BASED PROFESSIONAL DEVELOPMENT

In the Spring of 2004, the Health Education and Promotion Network (HEP Network) will begin offering web-based instructional courses in health education and promotion. The courses will be offered in two formats:

- Graduate credit offered through various colleges and universities, and
- Professional Development (CEU) credits leading to the completion of a “Certificate Program” for teachers/educators

Two courses will start on-line in the HEP Network during spring of 2004 which focus on generic health education principles, theories and practice. Three additional courses going on-line in the summer of 2004 focus on health education in schools. Descriptions of the courses are below:

Foundations of Health Education - This course experience introduces the learner to concepts fundamental to Health Education and to a larger extent, health promotion. Contemporary health education philosophy, Healthy People: They Health Objectives for the Nation, The Certified Health Education Specialist Process, Ethical Issues in Health, etc. will be discussed. (Available Spring 2004)

Health Behavior: Theory and Program Planning – A study of determinants of health behavior, factors influencing health behavior, health behavior theories and application methodology are examined. Contemporary models to plan health education programs will also be discussed. (Available Spring 2004)

Health Education Curriculum and Instruction – This course provides teachers with the competencies and knowledge needed to teach school health education. An examination of the school health program, national health education curricula, national health education standards, and pedagogy and teaching resources in health education form the focus of the course. (Available Summer, 2004)

Health Education in the Elementary Schools - **This course provides elementary teachers with skills and knowledge necessary to work in the area of school health education at the elementary level. The focus of the course is on the relationship between elementary education and health education and on current issues and content in elementary school health education within coordinated school health programs. (Available Summer 2004)**

Health Education in the Secondary Schools - This course prepares teachers with skills and knowledge necessary to work in the area of school health education at the middle school and secondary level. The course will focus on the coordinated school health program, national health education curricula, national health education standards, pedagogy and assessment methodology across content areas, as well as teaching resources. (Available Summer, 2004)

The HEP Network has resulted from collaboration between the American Association for Health Education (AAHE), the Foundation for the Advancement of Health Education (FAHE) and Health Enhancement Solutions, Inc. (HES). Expert Health Data Systems, Inc will support the instructional technology being used for these courses.

The HEP Network will allow universities that have health education faculty to expand their offerings, and those which do not have health education faculty to fill that void through the use of courses on the HEP Network. Although the first courses on the HEP Network are focused on school health education, it is

anticipated that a number of courses and/or certificate programs will be added during the next few years. Expansion of the Network will be on going in several ways:

1. New courses will be added each year.
2. Universities that wish to offer the courses described above and/or additional courses are being sought

Further information is available on:

1. Certificate programs for teacher professional development
2. Offering the Network courses at your university
3. State-wide agreements with State Departments of Education
4. New courses or certificate proposals

Please contact: Becky Smith, Executive Director, AAHE at bsmith@aaahperd.org or 703-476-3437 or James Eddy, at Health Enhancement Solutions, jeddy@h1kn.tamu.edu

AAHE International Study Tour in Australia

AAHE is sponsoring a Professional Development Study Tour in Australia in April 2004, in coordination with the International Union for Health Promotion and Education conference. If you have attended an IUHPE conference in the past - you know how wonderful they can be - if you have not - you have a real treat in store for you.

AAHE will be providing professional visitations and contacts in Brisbane and Sydney for you on your way to the Conference - along with an opportunity to see some of what makes "Down Under" such a wonderfully unique place on earth!

Don't miss this opportunity!

The International Union for Health Promotion and Education (IUHPE) is conducting its triennial conference in Melbourne Australia April 26-30, 2004. The American Association for Health Education has developed a study abroad tour experience for health education and promotion specialists interested in attending the conference and experiencing cultural and geographical highlights of the Australian continent. Inclusive dates are April 14 - 31, 2004 and the pre-conference tour highlights include:

- A guided day excursion in our private motor coach to Steve Irwin's (the Crocodile Hunter) Australia Zoo and Wildlife Park. This will be a wonderful opportunity to see the variety of Australian wildlife.
- **Professional Development** - a day in Brisbane will be provided for meeting with professional counterparts and learn about programs in Australia.
- A stop at the Cherrabah Bush Country Homestead Resort. Set in the mountains over the Great Dividing Range, the resort lets one experience an authentic bush country homestead while enjoying a variety of resort activities, wildlife that includes kangaroos, clear mountain air and spectacular sunsets. We will also learn about Aboriginal culture and listen to Dreamtime stories told by our Aboriginal tour guide
- O'Reilly's Rainforest Retreat in Lamington National Park. The mountain views are spectacular as we travel along the rainforest drive to O-Reilly's 80-year-old hideaway. Here you can relax, walk through the rainforest at your leisure. Enjoy watching birds and wildlife in their natural habitat. For those wishing to do so, you can also view the rainforest canopy on Australia's longest treetop walk.
- A day and a half in Sydney can be spent at leisure (or to meet with our Australian professional counterparts) Sydney is a world-class city! One evening will feature a dinner cruise in Sydney Harbor for a spectacular view of the Sydney Opera House and Harbor Bridge
- The final day in the Sydney area will feature a day in the Blue Mountains, traveling to an area of spectacular scenery. We will stop for morning tea, try boomerang throwing, enjoy a gourmet lunch and visit a small wildlife park

Professional Development

- The IUHPE Conference in Melbourne - will begin on Sunday and conclude on Thursday it features outstanding professionals from around the world as speakers and participants.
- AAHE will provide continuing education credits for tour participants (Category I CHES).

The entire package includes:

1. Round-trip international airfare from the United States to Brisbane and return from Melbourne
2. Domestic land travel in Australia as mentioned in the itinerary
3. Domestic airfare within Australia (Gold Coast to Sydney, Sydney to Melbourne)
4. Airport/hotel transfers in Brisbane, Gold Coast, Sydney and Melbourne
5. Hotels for each night of the tour including 5 nights for the conference in Melbourne
6. Tour to the Australia Zoo
7. Aboriginal tour guide and storyteller in Cherrabah
8. Tour of the Blue Mountains
9. All activities (except motorized) at O'Reilly's Mountain Retreat and the Cherrabah Homestead
10. A welcome to Australia dinner, all meals at Cherrabah and O'Reilly's lunch in the Blue Mountains and international in-flight meals
11. Issuance of visa for entry into Australia

The cost of the package -- five nights in Melbourne for the entire April 14-30 trip -- will be approximately \$3,550 per person sharing a twin bedded room (if you are traveling alone, we can try to match you with another single who is seeking a roommate). If you prefer a single, the single supplement is \$824. Because of airfare differences from different departure cities, Los Angeles departing participants will probably pay slightly less and Midwest and East Coast participants could pay slightly more. QANTAS is offering us a special fare with modest connecting airfares from cities served by American Airlines, so we don't anticipate the possible increase to be significant. Qantas Airlines has agreed to allow tour participants to depart from Australia on an individual schedule within a 2 or 3-day window. Please note the price quoted does not include the IUHPE Conference registration fee. If you have non-conference attendees traveling with you, day tours are being provided from Melbourne through the IUHPE organizing committee. AAHE will provide complimentary CHES Category I hours for tour participants at the IUHPE conference. A description of the IUHPE conference can be found at www.health2004.com.au/

Further information and a registration form may be obtained by phoning 800-213-7193 Ext. 437

**AAHE Launches New
Worksite Health Initiative**

By
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Luxottica Retail
AAHE Board of Directors

AAHE serves the profession in all settings, such as: health care, community/public agencies, schools, institutions of higher education and businesses. Worksite Health encompasses all settings in which health promotion and education programming is directed for the employees of the organization, generally with the goal of risk reduction, health care cost impact, productivity management, etc.

AAHE recognizes the need to serve health educators at the workplace more readily and has established two and one-half days of workshops and sessions dedicated to this setting at the New Orleans 2004 Convention. Health educators can learn about stress management in the workplace in a 4-hour in-depth workshop and attend sessions on cultural diversity, challenging the staff to get moving, strategies for building successful worksite health promotion programs and more. Join us in New Orleans for this exciting new initiative and put AAHE to work for you.

In-Depth Conferences

Developing & Implementing Marketable Worksite Stress Management Programs. Speaker: Malcolm Goldsmith, Southern Illinois University at Edwardsville and Amy Pawlak, Luxottica Retail

Early Bird Sessions

Faculty and Staff Health Promotion: Strategies For Success. Speaker: Sue Baldwin, Buffalo State College

Challenging the Staff to Get Moving: a Descriptive Analysis of a Worksite Physical Activity Program. Speaker: Marci Hardy, Klamath Community College

Program Sessions

Strengthen Your HP Program by Jumping on the Productivity Bandwagon. Speaker: Bob Pawlowski, TriHealth Preventative Health Systems

Cultural Competence Through Multicultural Education. Speakers: Lydia Burak, Bridgewater State College; Emilia Zarco, Adelphi University, and Diane Cole, Southeastern Louisiana University

Resilience Enhanced Stress Management. Speaker: Steve Fabis and Glenn Richardson, University of Utah

Mini Sessions

Using Yoga Poses and Sequences in the Workplace to Promote a Healthy Lifestyle. Speaker: Donna Hey and William Hey, Jacksonville State University

A Comparison of Wellness Programs Among Different Cultures. Speaker: Greg Lonning, Luther College

Workshops

The Role of Cultural Competence in Health Education, Promotion, and Evaluation. Speakers: Linda Jouridine, Kentucky School of Public Health and Catherine McMillan, Northwestern State University of Louisiana

2003 AAHE/HEDIR Awards Breakfast

The AAHE/HEDIR Technology Awards Breakfast, sponsored by McGraw Hill, was held November 18, 2003 in conjunction with the annual meeting of the American Public Health Association.

The American Association for Health Education (AAHE) and the Health Education Directory (HEDIR) sponsor the AAHE/HEDIR Technology Awards annually. The awards recognize health education professionals who have used technology in unique or creative ways to advance their work or the profession of health education. This year two awards were given:

1. Min Qi Wang, Professor of Health Education, University of Maryland, for his innovative development of an HIV Surveillance Database.
2. Don Chaney, Assistant Professor, Texas A &M, and Elaine Auld, Executive Director of the Society for Public Health Education were jointly recognized for their work on developing the www.healtheducationadvocate.org web site.

There was an excellent turnout, great food and good conversation contributed to making it a special event. The event was hosted by Dr. Mark Kittleson, Owner of the HEDIR. Dr. Iris Prager, President of AAHE attended and brought greetings from AAHE. McGraw Hill was represented by Kirsten Price and Kate Engelberg. Dr. Min Qi was not able to attend and so his student, Henry Kwon accepted the award on his behalf.