



## AAHE At-A-Glance

Volume 3 Issue 2, June 1, 2005

---

### Hello CJHP Readers!

In this issue of AAHE At-A-Glance, I have included updates on the following:

- |   | <b>Page</b> |
|---|-------------|
| • AAHE-sponsored WEB-BASED COURSES  | <u>xii</u>  |
| • Will Rogers Institute/AAHE Fellowship   | <u>xiv</u>  |
| • AAHE Presidential Citation to Joy G. Cauffman                                       | <u>xv</u>   |
| • AAHE Distinguished Service Award to the California Distance Learning Health Network | <u>xvi</u>  |

Thank you for reading.

For more information about AAHE, please go to this website --

<http://www.aahperd.org/aahe>

Susan Giarratano Russell, EdD, MSPH, CHES

AAHE Contributing Editor

Glendale, California

---



AMERICAN ASSOCIATION  
FOR HEALTH EDUCATION

SPONSORS WEB-BASED COURSES

[www.HEPnetwork.org](http://www.HEPnetwork.org)

---

**The Health Education and Promotion Network (HEP Network) began offering web-based instructional courses in health education and promotion in January 2005.** The courses are currently offered as **graduate credit** offered through various colleges and universities. In addition several of the courses will be cross-listed as **undergraduate courses** by some universities.

**At a future date** these courses will also be offered for **professional development (CEU) credits leading** in two formats:

- Qualified professional development for teacher certification
- Category I credit for Certified Health Education Specialists

Six courses are anticipated to be on-line in the summer of 2005. Descriptions of the courses are below:

- **Foundations of Health Education –**  
Introduces the learner to concepts fundamental to Health Education and to a larger extent, health promotion. Contemporary health education philosophy, *Healthy People 2010*: Health Objectives for the Nation, the Certified Health Education Specialist Process, and Ethical Issues in Health, etc. will be discussed. **(Currently Available)**
- **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. **(Currently Available)**
- **Health Education Curriculum and Instruction –**  
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.
- **Health Education in the Elementary Schools –**  
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.

- **Health Education in the Secondary Schools –**  
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.
- **Drug Education and Prevention –**  
Provides an overview of the major drugs of abuse and their effects on the body as well as the biological, sociological, psychological, and legal issues associated with drug use and abuse in our culture. An emphasis will be given to effective educational approaches and prevention programs that address the problems of use and abuse. (available summer 2005)

The **HEP Network** has resulted from collaboration between the American Association for Health Education (AAHE) and the Foundation for the Advancement of Health Education (FAHE). Expert Health Data Systems, Inc will support the instructional technology being used for these courses and staff in the Department of Health and Kinesiology at Texas A&M University is providing administrative services.

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 a number of 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 **HEP Network** will be on going in several ways:

1. New University partners will be added.
2. New courses will be added.
3. Non-university credit continuing education opportunities will be added.

Further information is available on:

1. How universities can offer the **HEP Network** courses at your university
2. State-wide agreements with State Departments of Education
3. New courses or certificate proposals

Please contact: **James Eddy** HEPNetwork Administrator at [jimeddy@hepnetwork.org](mailto:jimeddy@hepnetwork.org) or 1-979-458-2217 or **Becky Smith**, Executive Director, AAHE at [bsmith@hepnetwork.org](mailto:bsmith@hepnetwork.org) or ( 1-800-213-7193, Ext 441).

## **Will Rogers Institute/AAHE Fellowship**

Todd Vradenburg, Executive Director of the Will Rogers Institute, located in Los Angeles, CA joined Randall Cottrell, President of the American Association for Health Education in Chicago April 15, 2005 to announce a commitment for the organizations to collaborate in establishing a doctoral level Fellowship in Health Education.

Currently the Will Rogers Institute funds four acclaimed research hospitals and twenty-two fellowships in medicine across the United States. Funding this doctoral level fellowship in health education will expand the work of the Institute in the area of education. The mission of the modern-day Will Rogers Institute is to support medical research and health education that address lung disorders. Todd Vradenburg, Executive Director, states.

*“The Institute strives to help individuals and families through health education and research. In addition, the Institute continues to embrace and enhance Will Rogers' humanitarian spirit.”*

The Institute is making strides every day in understanding, treating, and curing pulmonary diseases and disorders. Dr. Edward Crandall, Will Rogers Institute Medical Advisor, states,

"There are 25 million people in the United States who are known to suffer from a lung disorder. The Institute allows our research scientists to study how the lung works at its most basic levels. What we learn results in new treatment for very serious lung diseases and ultimately provides better health care for everybody."

The initial program in this collaboration provides for a \$10,000 health education fellowship to be awarded each year for the next four years. Each recipient will be a doctoral candidate in health education and promotion. A selection panel will be appointed and administered through AAHE and the first fellowship will be awarded in April 2006 – at the AAHE Awards Luncheon in Salt Lake City.

## **AAHE Presidential Citation JOY G. CAUFFMAN**

Joy G. Cauffman, PhD served as the Vice President for Health Education of the American Association for Health, Physical Education and Recreation in 1971-72, which was a time of both growth and collaboration for the profession of Health Education. During her presidential leadership for health education in what is now AAHE/AAHPERD Dr. Cauffman envisioned the benefits and power of collaboration between the various national professional societies that have an interest in health education. Taking action on her vision she convened representatives of eight national organizations and asked them to share her vision of the possibilities of a collaborative effort that would tie together their common health education interests.

William H. Carlyon, PhD was the Coordinator for the Coalition of National Health Education Organizations (CNHEO) in 1974 when he wrote a letter to Joy stating “It has been nearly three years now since you convened representatives of eight national organizations ... That vision was yours, Joy, and it was largely through your dedication and persistence that the vision became a reality in the form of the Coalition of National Health Education Organizations. The Coalition is the kind of idea that, once launched, takes on a life of its own. It is moving on now into its own unchartered future taking a bit of each of us, and yet remaining independent of us all.” The CNHEO has grown from the original eight organizations to a current 10 and there is an application for an 11<sup>th</sup> organization pending at this time. The Coalition facilitates national level communication, collaboration and coordination among the member organizations and provides a forum for the identification and discussion of health education issues.

Dr Cauffman served as a Professor in the Department of Family Medicine at the Keck School of Medicine at the University of Southern California and today she holds the rank of Professor Emerita. In addition to her leadership in health education she has been an active leader in the Daughters of the American Revolution and recognized for her leadership by the National Panhellenic Conference Foundation, Inc. for promoting scholarship and leadership among women in higher education. She has also recently received the Award of Distinction from the Department of HPER at Ohio State University.

Dr Cauffman, the American Association for Health Education is pleased to recognize you for your outstanding contributions to the profession of health education and for your vision of communication and collaboration that continues to lead the profession into a strong and vibrant future.

## California Distance Learning Health Network

The California Distance Learning Health Network (CDLHN), recipient of a 2005 AAHE Distinguished Serve Award, is a non-profit organization under the San Diego State University Graduate School of Public Health, is a leader in distance learning for public and private healthcare workers and a strong advocate for increasing immunization rates throughout California and the nation. CDLHN also collaborates with organizations nationally and internationally to educate the public on important healthcare and immunizations issues. When CDLHN was established in 1995, only three of the 61 California local health departments had satellite receiving equipment. Today, all 61 are equipped.

The primary goal of CDLHN is to produce, promote, and provide distance learning opportunities on health care and related issues throughout California, across the nation, and around the world through venues such as satellite broadcast, webcast, CD/DVD and VHS; and to foster collaborations between health organizations and distance learning educators that lead to improved healthcare and quality of life.

In 1995, CDLHN and the California Department of Health Services Immunization Branch (CA DHS) identified satellite broadcasts as a tool that provides efficient, cost-effective, and convenient training for healthcare providers. In addition, CDLHN is committed to furthering worthwhile collaborations that provide useful vaccine information and education, improve communication, increase immunization rates, reduce disparities, and promote immunization awareness, preventive medicine, and healthy lifestyles. Inherent in the mission of CDLHN is a model of working collaboratively with various stakeholders to improve the general health and welfare of the community through education, outreach, technology, and communication. Together, these collaborations communicate the importance of disease prevention through immunizations and education.

CDLHN has been a leader in developing creative and convenient platforms to provide continuing education and community outreach in support of the public and private healthcare workforce. Preventive medicine, workforce preparedness, capacity building, information distribution, establishing partnerships, and increasing awareness are central themes in CDLHN's efforts.

Healthcare professionals in the California public and private health system are the beneficiaries of this statewide system for delivering important professional training. CDLHN has produced numerous distance learning satellite broadcast programs including: *Eliminating Health Disparities: A Satellite Broadcast for Outreach Workers*, *Mass Vaccination Clinics: A Reality Check*, and *Quality Assurance in Vaccine Handling and Storage*. All programs are made available on video following the broadcast.

In addition to distance learning, CDLHN is involved in numerous collaborations to help increase immunization rates. In 2003 CDLHN and CDHS partnered with California Coalition for Childhood Immunization for the *Stop the Cough! Lung Event*, which focused on three diseases: pertussis (whooping cough), influenza and pneumococcal disease. Over 20 California counties hosted media events and workshops to emphasize the importance of childhood immunizations to childcare providers, parents and the general public. In 2003, CDLHN partnered with the County of San Diego Health and Human Services Agency, Immunization Program to raise awareness on the importance of flu immunizations for at-risk populations. Information was distributed through radio announcements on four Spanish-language and one English-language radio stations, slide advertisements in local movie theaters and a television spot that ran mid-November through

December 2003. In 2004, CDLHN collaborated again for the statewide National Infant Immunization Week/Toddler Immunization Month *Stop Whooping Cough!* campaign, to educate parents about the seriousness of pertussis (whooping cough).

This year marked the addition of national/bi-national events to coincide with the National Infant Immunization Week and Toddler Immunization Month events. CDLHN partnered with the Centers for Disease Control and Prevention, Pan American Health Organization and the US-Mexico Border Health Commission to launch Vaccination Week in the Americas. This cross border project included two physician forums and children's events in both San Diego and Tijuana marking a formative initiative in international cooperation between and among interested countries.

CDLHN's satellite network connects over 100 downlink sites, including hospitals, medical clinics, universities and health departments. CDLHN has partnered with the California Community Colleges Satellite Network to reach their 108 community college affiliates. Collaboration and sharing between and among local, county, and state agencies coordinates program broadcast from national agencies such as CDC, Department of Defense and Department of Homeland Defense. CA DHS and CDLHN are now working in support of bio-terrorism-related training and educational activities.