

HEAU Exchange

January 2010

President's Message

By: Jessica Strong

I hope everyone had a safe and healthy holiday season. As we welcome in a new decade, it is a great time to be in the health education profession as it is growing stronger all the time. There are great things happening nationally, from health care reform to new Healthy People 2020 goals. Within HEAU, the organization is growing and changing as well. Be sure to read about our new member enhancements in this newsletter.

While our country is still struggling to come out of the recession, many of our budgets are feeling the pinch. Several organizations have cut services and programming. Though we can't always control the budgets that fund our programs, there are things we can do to maximize their effectiveness. This, in turn, will increase the likelihood that our evidence-based program will continue to receive needed funding. One thing we can do to improve the efficacy of our programs is to base them on theory.

Remember that class you took back in college where you learned about the Health Belief Model and Stages of Change? Those, and other theories, provide a scientifically measured base for behavior change. They help to explain human behavior and how to change it. Theory reminds us that human behavior is influenced by many factors.

Effective programming provides a multi-faceted approach to address those factors. Using the constructs of theory as a program base will increase the likelihood of program success. Program success will increase the odds of future funding and our ultimate goal, improving the health of our clients.

Member Enhancements

HEAU is growing and expanding. To accommodate the growth, the Board has taken some positive steps to enhance your membership experience. Here are some of the improvements you will see to the organization.

Improved Website: Our new website has better navigation and enhanced features including a job board and the ability to post your resume. We will also continue to post internship opportunities for students. If you haven't visited lately, go to www.heau.org.

Online Conference Registration: This new feature received rave reviews from those who attended the fall conference. You now have the ability to register and pay for the conferences online. You also have the option to select your breakout sessions which will help us in planning room sizes. This will help eliminate overcrowding of breakout rooms the day of the conference.

Online Membership Renewal: You can now renew and pay for your membership online. We will be sending out reminder emails before your membership expires so you don't lapse and miss out on any great benefits.

(continued on page 2)

Inside this issue:

President's message	1
Member Enhancements	1
Spring Conference	2
Spotlight	3
Reaching Out	4

Member Enhancements continued

In order to accommodate these improvements, beginning January 2010, there will be an increase in membership fees. An annual professional membership will now be \$30, and a student membership will be \$15. Even with these slight increases, HEAU remains a great deal for a membership in such an esteemed organization. The increase in fees will be used to offset the costs associated with offering the enhancements listed above. The Board is excited about these changes and feels it will improve your experience as a member. If you have questions about any of these changes, feel free to contact Jessica at President@HEAU.org

Spring Conference– CHES Credits Available

First, thank you to all who attended the Fall Conference! We had a great turn out and a very successful conference. The keynote discussed the current health care reform and brought it to an understandable level. The breakouts were beneficial to both students and professionals. We appreciate your feedback from the evaluations.

Now it is time to mark your calendars for our Spring Conference.

Date: Thursday, March 4th

Time: 8:00 am – 4:00 pm

Location: Utah Cultural Celebration Center, 1355 W 3100 S, West Valley City, UT

We have two great keynote speakers planned who will present on Media Messaging and Stress Management for Health Educators. Some of the breakout sessions include the following:

- Graduate school representatives from Utah Universities
- De-stress at your desk: Taking yoga from the mat to the cubicle
- Generational differences in the workplace
- Employment roundtable
- STDs in Utah
- School Health
- Finding Reliable Health Data by the Eccles Health Sciences Library

To see the complete agenda, visit our website at www.heau.org.

Make sure to register before Feb. 25 for an early-bird discount. This is also a great time to renew your membership. Remember members get discounted conference registration in addition to other benefits. For more information or to register, please visit our website at www.heau.org





Spotlight on A Rural Health Educator– Terry Smith



Terry Smith is the Rural Traffic Safety Coordinator for the Department of Public Safety, Highway Safety Office.

How long have you been in health education and how did you get started? I have 28 years experience as a police officer, 25 of those years with the Utah Highway Patrol. I retired from the Utah Highway Patrol in 2004 and worked briefly at the Central Utah Public Health Department as a health educator, however, my career in health education actually began while I was a Trooper.

As a police officer, I could see a need for both enforcement and education. After investigating a fatal crash involving a two-year-old girl and determining she died as a result of improper use of a child restraint, I set a personal goal to learn all I could about the proper use of child restraints and to share what I learned with parents and caretakers. At that time there was not a standardized program in the nation and everything I learned was by looking at seats and studying their instructions.

Later, I worked with Kristy Rigby to put together a four-hour awareness class. At that time, the National Highway Traffic Safety Administration (NHTSA) was creating a standardized program and I was sent to one of the pilot courses with 45 other police officers from around the country. Soon after, I became an instructor and helped start Child Passenger Safety (CPS) programs around the country. Kristy Rigby and I put together the CPS program for the State of Utah.

What are you doing now? I now work for Kristy in rural Utah as the Rural Traffic Safety Coordinator. My job is great! I work with rural communities, most of which have Safe Community Grants from the Highway Safety Office. I assist them in organizing CPS programs in their areas. We work together to ensure that CPS issues are addressed in each community. We also help send community members through the CPS certification process and work with them at checkpoints and educational events.

In addition, I have put together presentations about teen driving fatalities. The presentation is put together to help them understand why they take risks and what they can do to be better drivers. I will take this presentation into schools in my area.

What is a typical day like for you? First, I go outside and feed and water my horses, and then I fix breakfast. I look over my schedule, check my e-mail, and get a presentation together. I travel to a local school and teach anywhere from one to four classes. Then I travel home. If it's a day when I'm not scheduled to teach, I spend my day answering calls or doing research or studying for a CPS class. I also have a good working relationship with the local newspaper and may write a safety article for them. Some days I am meeting with community leaders to address local issues or attending the Safe Community meetings throughout the state. At the end of the day I like to jump on a horse and ride into the mountains for a few hours and relax.

What are the challenges of your job? Working in rural Utah is very challenging. Each community is different and has different needs. This means that teaching strategies have to be designed to each individual community. Another challenge is the distance between the communities I serve. My day may be 12-16 hours long so I can drive from place to place. Many health educators working along the Wasatch Front have difficulty comprehending this aspect of my job.

What is the best part of your job? The best part of my job is working with all the different people throughout the state. Whether I am going face-to-face or toe-to-toe with a teen driver or assisting a new mother with a child restraint, I know I am making a difference.

Health Education Association of Utah

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***Celebrating 26
years
1983-2009***

*If you have ideas for
articles for the
newsletter please
contact Angela at
angela.bishopharman@selecthealth.org*

**Contact Lindsay at
lindsay.jorgensen@imail.org with
any suggestions for
a service project we
could do as part of
the Spring
Conference.**

Reaching Out, Making the Difference

By: Lindsay Jorgensen

Many of us associate the beginning of a new year with goal setting. It becomes a time where we self-reflect on who we are and on who we want to become. It can also be a time where we reaffirm our conviction to make a difference to those around us. Ghandi put it best, "The best way to find yourself, is to lose yourself in the service of others."

Rendering service to others doesn't have to be huge and monumental to have lasting effects in the lives of those in need. It can be as simple as shoveling someone's snow, taking in someone's groceries, or brushing the snow off of someone's car before they leave work.

Little acts of kindness are what continue to restore hope in human kind. As Sally Koch said, "Great opportunities to help others seldom come, but small ones surround us daily."

We are all at different places in our lives and have different gifts to give. Take time to assess how you can reach out to those around you.

A Few Simple Suggestions:

- Donate to the Food Bank (food, personal hygiene items, etc.)
- Visit someone in your neighborhood who is medically confined to home.
- Offer to tend someone's children.
- Offer to mentor someone who is learning English.
- Help a child or adult who is learning to read.
- Offer to teach a class on healthy living for a group in your community.
- Donate an hour of your time to do housework for someone who is physically unable.
- Provide a healthy lunch for someone who has been recently diagnosed with an illness.



Take a look at the Information and Referral Center website (www.informationandreferral.org). Search under their "Give Help" tab and you will find many ways in your community to serve.

Here's to a year full of serving those in need!