

SOPHE Corner

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The “SOPHE Corner” is a regular column that offers readers an opportunity to learn about the Society for Public Health Education (SOPHE) nationally and its California chapters as well as its on-going activities.

NATIONAL HIGHLIGHTS

The following are excerpts adapted from the September/October 2003 issue of *News & Views* (Vol. 30, No. 4)

Celebrating the Life of Helen Mortenson

Helen Mortenson, longtime SOPHE member, passed away on July 1, 2003 at the age of 78. After growing up on a ranger station and cattle ranch, Helen worked for the Fresno County Health Department, Alameda County Health Department, and the California Department of Public Health. She also served on the faculties of Fresno State University and the UC Berkeley School of Public Health. Helen was an avid volunteer for Northern California SOPHE and the National SOPHE office when it was located in Berkeley. Later in life, she turned to gardening and became a certified storyteller. Expressions of sympathy can be sent to her husband Earl Mortenson, 779 Montfield Rd, Concord, CA 94518-2836.

SOPHE’s 54th Annual Meeting in San Francisco

After nearly a decade, SOPHE will return to the Golden State to hold its annual meeting at the Palace Hotel in San Francisco, November 14-16, 2003. This year’s theme is **“Leadership and Diversity: Bridges to a Golden Health Education Era”**.

Meeting in the beautiful city of San Francisco California offers a window on the changing face of America. California has a wide range of ethnicities and leads the way in recognizing that by the middle of this century, there will no longer be a majority population in the United States. This increasing diversity across culture, as well as age, gender, disability status, and sexual orientation, challenges the profession of health education to develop cutting-edge policies, practices, partnerships, research, and training that is culturally competent, effective, and responsible. Such societal changes also call for health educators to sharpen their knowledge and skills in leadership and management. This conference will prepare the health education workforce to build effective bridges of influence that respect and enable all voices to be heard and foster inclusive and effective leadership.

- Presenters include, Angela Oh, LLP, leading Social Justice Advocate and Dr. Camara Jones, Research Director on Social Determinants of Health, CDC.
- Sharpen your professional edge with six pre and post conference skill-building workshops, 26 plenary and concurrent sessions, and 40 posters.
- Enjoy networking opportunities and join the Meeting Mentor Program.
- Don’t miss the Awards Banquet at the California Culinary Academy where Marion Wright Edelman will be recognized as a SOPHE Honorary Fellow.
- “Fun Run/Walk”, a refreshing way to wind up your conference experience.

Preliminary Program available at <http://www.sophe.com>.

CHAPTER HIGHLIGHTS

Northern California (NCSOPHE)

Announcing the NCSOPHE Elected Officers for the 2003-2004 term (effective September 1, 2003):

Co-Presidents
Connie Chan Robison
Center for Collaborative Planning
Sacramento

Cynthia Johnston
Sacramento County of DHHS
Sacramento

National Delegate
Joyce Lisbin
CA Dept. of Health STD Control
Branch
Berkeley

Member-At-Large
Ramani Rangavajhula
San Jose State University
San Jose

Co-President Elects
Gail Brosnan
Sacramento County of DHHS
Sacramento

Christine Hagion Rzepka
The Ripple Effect
San Jose

Secretary
AJ "Anne" King
CA STD/HIV Prevention Training
Center
Berkeley

Past-Presidents
Blanca Campos
Community Wellness & Prevention
Program
Martinez
Candice Zimmerman
CA Dept of Health Cancer
Prevention and Nutrition Section
Sacramento

Treasurer
Vacant

NCSOPHE's Advocacy and Diversity Issues Committees will sponsor a practical and invigorating workshop on using Freire's theory in education and program planning for multicultural audiences. The workshop will be held on Friday, September 12th in Sacramento. For more information on the workshop and registration instructions, please contact Elizabeth Edwards at EEwards@alamedaalliance.com or 510-747-4555 x 4181. Space is limited.

To learn more about NCSOPHE's chapter activities and opportunities for involvement, go to NCSOPHE's website at <http://www.ncsophe.org>.

San Diego (SDSOPHE)

SDSOPHE will hold its **14th Annual San Diego SOPHE Conference** (<http://www.sdsophe.org/>) on Friday, September 26, 2003 at the Marina Village Conference Center. The conference theme will be "Winning Strategies: How to Sustain Your Programs". Keynote Speaker, Olga de la Cruz-Canon (Program Officer for the California Endowment) will share outreach strategies that assist organizations to increase their awareness of funding opportunities, identify traits of a successfully awarded healthcare related grant proposal, as well as discuss how the California Endowment helps to develop programs that assist underserved communities and monitors foundation grants in San Diego. A panel of fundraising professionals from the Scripps Foundation of Medicine and Science will also discuss such topics as: Successful fundraising campaigns, grant writing tips and tools as well as provide information on current local and national foundations that have widely given to healthcare programs in the past.

On Thursday, November 6, 2003, SDSOPHE will sponsor a Healthy Dining Event: "Learn How to Eat Healthy...While Eating Out This Holiday Season!" at the San Diego County Health Department.

Go to www.sdsophe.org to learn more about these and other SDSOPHE's chapter activities as well as learn about opportunities to become more active in the San Diego chapter.

Southern California (SOCALSOPHE)

On September 6, 2003, SOCALSOPHE will offer a Certified Health Education Specialist (CHES) Test Preparation Course at Asian Pacific Health Care Venture in Los Angeles. Dr. Susan Russell, who served on the National Commission for Health Education Credentialing (NCHEC) board from 1994-1998, will facilitate the course. The class will discuss CHES test taking tips as well as the importance of CHES certification. For registration information, please contact Asuko Kato at 323-644-3880 X257 or e-mail: akato@aphcv.org.

To learn more about SOCALSOPHE and to find out how to become more active in chapter activities, please go to <http://www.socalsophe.org>.