



Partnerships to build community health

NATIONAL HEALTH EDUCATION WEEK

October 17-21, 2016

#NHEW2016



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Introduction

Since 1995, National Health Education Week (NHEW) has been celebrated during the third full week of October. Sponsored by the Society for Public Health Education (SOPHE), this celebration focuses national attention on a major public health issue and promotes consumers' understanding of the role of health education in promoting the public's health.

This year's NHEW will pay tribute to Partnerships to Build Community Health on **October 17-21, 2016**. This toolkit can be used to promote NHEW, including the following daily themes:

- ◆ **Monday, October 17: Community Health, Health Equity, and Faith-based Partnerships**
- ◆ **Tuesday, October 18: Worksite Health Partnerships**
- ◆ **Wednesday, October 19: School Health Partnerships**
- ◆ **Thursday, October 20: Government Organizational Partnerships**
- ◆ **Friday, October 21: Academic Partnerships**

To plan your organization's NHEW events see the next page for detailed information on each day's activities. There is no requirement to align your NHEW events with these themes. You are welcome to focus on other areas related to health education that best suit your audience.

As we celebrate this year's NHEW, we will honor the work of health education specialists and will acknowledge and appreciate partnerships that help us build community health. We recognize health education specialists for their contributions to promoting and improving population health and to providing health education services for cost-effective prevention, wellness, and disease management.

Join us as we work together to raise awareness of the importance of our future Health Education Specialists in improving consumer health and wellness.

What Is Health Education?



Health education draws from the biological, environmental, psychological, physical, and medical sciences. It aims to promote health and prevent disease, injury, disability, and premature death through theory-based interventions that: promote voluntary individual behavior change; or policy, system and environmental change activities, programs, campaigns, and research to help make the healthy choice the easy choice. Health education is an essential health service that involves the practice of four core activities: 1) assessment, 2) planning; 3) implementation; and 4) evaluation. By focusing on prevention, health education aims to reduce the financial and human costs that individuals, employers, health facilities, insurance companies, and the nation would spend on healthcare and medical treatment (College of Public Health, n.d.).

In practice, health education adopts a broad, ecological approach in an effort to create healthy communities. Health Education Specialists work at the individual, group, institutional, community, and system levels to improve health knowledge, attitudes, and skills for the purpose of changing or encouraging behaviors that result in optimal health status. The field provides a scientific backdrop that has established strong theories for disease prevention and health enhancing behaviors.

Activity Schedule

Monday: Community Health, Health Equity, and Faith-based Partnerships

We begin National Health Education Week by celebrating community health, health equity, and faith-based partnerships. Health educators can't promote health, eliminate disparities and build healthy environments alone. Public health partnerships allow us to expand our resources and increase capacity to implement sustainable changes in communities across the nation. Let's break down silos, establish new partnerships to connect people in support of common goals and collaborate.

Activities:

- Create an appreciation Facebook or blog post: take a second to appreciate the partnerships that you have built over the years and explain what makes that partnership so great.
- As an extra: add a photo to Instagram to be a part of our photo contest and share your partnership through pictures. Use the hashtag #NHEW2016 and tag SOPHE's Instagram as you share photos that display your success as a partnership. *Must use Instagram and the above hashtag in order to be qualified.

Tuesday: Worksite Health Partnerships

Today, let's celebrate health education partnerships in the worksite setting. This day is about sharing and promoting current health education efforts and spreading awareness about the profession.

Activities:

- As health care costs increase, both employers and employees think worksite health promotion programs can affect health behaviors and costs. Check out this module to learn more: [Incentives in Worksite Health Promotion Module and Scenario 1](#).
- Managers want to know the cost analysis of worksite health promotion programs. This [introductory primary module](#) shows you how to calculate the costs.
- We want you to share your advice: how have you implemented a successful work site health promotion program. what can an upcoming Health Educator do in order to land the position that you currently have? Use the social media of your choice to spread some tips and tag #NHEW2016!

Wednesday: School Health Partnerships

Today we celebrate our School Health Partnerships, the ones that have helped us thrive, and the ones that will be helping our future generations thrive.

Activities:

- Join our webinar to hear how partnerships between school-based health centers and schools advance student and school employee health. Speakers: Jordanna Snyder, MPH/CHES, program manager for school-based Health Alliance and Hallways to Health, Bill Klatz, vice principal of Merlo Station High School, Aurora Chavez, health educator at San Fernando High School Teen Wellness Center, Sara Trivette, CHES, physician assistant at Turner Elementary School, and Rachael Bowen, health educator at Milwaukie High School Wellness Center.
- Take a second to post on social media the top 3 elements all successful partnerships should have and tag #NHEW2016.

Thursday: Government Organizational Partnerships

Health educators will need to continue to promote health educators and organizations as critical components to address the health crisis in our society and educate decision-makers on national and state legislative issues related to the health of society.

Activities:

- Highlight some activities that your organization has contributed to the public health world.
- Highlight some accomplishments other organizations have made for public health. SOPHE will post success stories from their cooperative agreement with the CDC under the EACH project.

Send your highlights to news@sophe.org. We'll post highlights to Facebook and SOPHE's website.

Friday: Academic Partnerships

After celebrating our health education partnerships and energizing tomorrow's leaders, we honor the future of our profession, demonstrate that health education will be more relevant in coming years. Today is about highlighting and supporting the key players of the next generation.

Activities:

- Share the innovative ways academic partnerships are improving health education for all. Use #NHEW2016 hashtag.
- Students: we want you to create a Facebook post explaining why you chose public health as your career path, tag SOPHE, and use the hashtags #NHEW2016 #WhyIChosePublicHealth

Planning Your NHEW Activity



Remember that programs, activities, and collaborations can extend beyond the specific dates or timeline of the official NHEWeek. Collaborate with local, state, and national partners to build sustainable programs. SOPHE will be extending efforts to promote health education and health education specialists by focusing on the following sub-themes:

- ◆ **Monday, October 17: Community Health, Health Equity, and Faith-based Partnerships**
- ◆ **Tuesday, October 18: Worksite Health Partnerships**
- ◆ **Wednesday, October 19: School Health Partnerships**
- ◆ **Thursday, October 20: Government Organizational Partnerships**
- ◆ **Friday, October 21: Academic Partnerships**

Building Organizational or Community Support

Whether led by an individual or a planning committee, successful campaigns are often grounded by broader support of institutions or communities. One way to elicit such support is to recruit members and organizations that are involved in or have expressed a commitment to community health, school health, youth groups, health education, and health promotion, locally, regionally and/or nationally. Support can be fostered through advertising, networking and one-on-one interviewing. By engaging broader support for your campaign, you have the potential to:

- Gain a deeper understanding of your population's needs and assets
- Reach greater numbers of your priority population
- Increase credibility of your campaign
- Gain access to additional materials
- Benefit from multiple expertise and additional human resources
- Share financial costs associated with campaign materials, events, and/or activities
- Foster a collegial network within the community-at-large
- Build off past successful initiatives
- Improve opportunities for program sustainability

Establishing Goals and Objectives

The mission of NHEW 2016 is to increase the awareness of health education specialists' capacity in the community and to promote the health of society. The overall goals of NHEW 2016 include the following:

- To provide support and resources for health education specialists and other health education professionals
- To train and educate the next generation of Health Education Specialists
- To increase awareness of employers and other professionals of the various roles health education specialists can play across sectors

The specific objectives for your campaign can be determined locally, based on the interests and needs of your priority population. Examples of objectives for NHEW 2016 might include:

- *By the end of NHEW 2016, volunteer for “X” amount of hours at an event that increases awareness of the importance of certified health education specialists*
- *By the end of NHEW 2016, publish “X” number of social media posts on health education successes, current efforts and future opportunities*
- *By the end of NHEW 2016, inform “X” number of stakeholders why cross agency partnerships are important to increase resources and to protect the health of the public*
- *By the end of NHEW 2016, educate “X” number of individuals/organizations on the importance of health education specialists in your school or community*
- *By the end of NHEW 2016, share with “X” number of schools/colleges/universities how your work as a Health Education Specialist influences the community.*

Identifying and Reaching Your Population

A successful campaign is grounded in understanding where your priority population can be reached. Most likely, this population will be determined by the emphasis of the NHEW theme, “Partnerships to Build Community Health,” and defined objectives of your campaign.

Once you have identified your priority population, gather information on the characteristics that those individuals might have in common. Such characteristics might include age, life stage, gender, attitudes or beliefs, patterns of behavior, sexual orientation, religion, ethnicity, origin, health literacy, and health status. The more specifically defined your population of interest, the more successfully you can focus your campaign. Other questions to consider include the following:

1. **WHAT** is their information need? How much do they know about health education and health education specialists? For example, a fact sheet from National Commission for Health Education Credentialing, Inc. provides information on who Health Education Specialists are, what their job may entail, and how to become a health education specialist. See more at <http://nchec.org/credentialing/profession/>
2. **WHERE** can your priority population be reached? Rather than locating a campaign at the most convenient place, consider finding places they frequent. By learning where a group's "hot spots" are located, you will be able to maximize the time you spend during your campaign. Locations to consider include beauty shops, places of worship, barber shops, night clubs, local festivals, or in any other communities where people live, work, and play.
3. **WHEN** will your population of interest be most open to the campaign? In addition to a popular location, an effective campaign takes place during times convenient to your audience. You might consider a weekend community fair or event, after work social, etc. Remember, not all activities may fit into a standard “9 to 5” day.

Identifying and Utilizing Resources

Understanding and utilizing your resources is an integral component to a successful campaign. Resources include:

- Human resources (e.g., employees, volunteers, interns).
- Funding (e.g., available cash, grants, donations).
- Materials (e.g., handouts, flyers, booklets, guides).
- Space (e.g., physical space as well as airtime, web presence).
- Time (for planning, implementation, and evaluation)

Selecting and Planning Activities

Once you have developed objectives for your program, you should plan the tasks needed to achieve your objectives. When planning your events and activities for NHEW, consider impacting your intended audience at a variety of levels:

Individual: Share on social media what you do in your work as a Health Education Specialist or how a Health Education Specialist has impacted you.

Organizational: Share with your employer how a Health Education Specialist could support your organization.

K-12 Schools: Share with your administration how Health Education Specialist can improve health outcomes of students and increase academic achievement.

Community: Connect Health Education Specialists more with the public, and celebrate health education successes, current efforts, and future opportunities, by sponsoring a community-wide event, such as a health fair or a workshop.

Public Policy: Support legislation that promotes health education by contacting your state or local representative.

The following are sample planning activities to engage community members, school leaders, policymakers, and others to build awareness around the importance of promoting the integration, future relevance, and funding of the health education specialist as an essential member of the health care team.

- Encourage decision-makers to fund programs that invest in primary prevention
- Write a letter to the editor of your local newspaper in response to a recent article that highlights the importance of health education specialists in health care teams and in the community
- Submit public comments to regulatory issues and sign on to letters that support the health promotion and disease prevention work of Health Education Specialist
- Participate in community events that promote education and awareness of health education specialists

A crucial step to engaging your priority population for NHEW is getting the message out. Drawing attention to the work and importance of health education specialists in the community can be done in many ways—by visiting the priority population, by word of mouth, or through written correspondence. Know how your priority population prefers to receive information:

- Through traditional media (e.g., newspapers, radio, television)
- Word of mouth through family or friends
- Places of worship
- Local grocery stores
- Social media (e.g., Twitter, Facebook, Instagram, blogs, your websites, websites of partners or sister organizations)

Getting Your Message Out

Traditional Media Outlets

Newspapers

Newspapers remain popular venues through which individuals can share facts, resources, and opinions (although there is currently a trend toward strictly online status, which reduces the diversity of readers to those with internet access). When advocating for a particular health issue, consider distributing your message in the form of op-eds, letters to the editor, advertisements, and adding your event to a community calendar.

Newsletters

Newsletters provide a smaller forum through which readers can learn about specific issues, events, or services. If you know of clinics, associations or organizations that may have members who are part of your priority population, submit a brief article about your NHEW event or activity. Clear, concise articles are more likely to be accepted for publication.

Television

Based on figures from the U.S. Census Bureau (2015), Americans spend almost three hours watching television per day, which makes it an excellent marketing channel. This media option can increase the reach of your message exponentially. Many television stations include a segment during the morning or evening news that focuses on a health issue. Research which stations cover these segments and inform that individual of your NHEW event or activity. Keep in mind that you must make your case as to why the public will be interested in the importance of health education specialists in addressing prevention, wellness, and chronic disease management. Tying your message to a local health concern may convince journalists that your message is timely.

Radio

While not as popular as television, radio can also be an effective way to market a message, especially for certain population segments. Promotional NHEW messages can be read over the air to spread the word. Depending on your priority population, try local stations, regional stations, or even the National Public Radio.

Public Service Announcement - PSA

A public service ad, are messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue.

Sample NHEW PSA:

Society for Public Health Education Script
Radio Public Service Announcement: 30 sec (PSA)

National Health Education Week: Partnerships to Build Community Health

Society for Public Health Education (SOPHE) celebrates its 16th annual National Health Education Week during the week of October 17 through October 21. This celebration focuses national attention on major public health issues and promotes consumers' understanding of the role of health education in promoting the public's health. This year's NHEW will pay tribute to Partnerships and how they help to build community health.

For more information visit www.sophe.org

A public service announcement brought to you by the Society for Public Health Education.

they like it; and responding to entries on blogs or to videos with written comments. You need to invest time in monitoring these comments, listening to what people are saying to and about you, and participating in the conversation.

3. **Facebook is the most used app, a whopping 86 percent of Twitter users say they use the site for news, of Instagram's user base, 75 percent are outside of the US, and one in every three professionals in the world are on LinkedIn.** Read more about 125+ Essential Social Media Statistics Every Marketer Should Know in 2016: <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>
4. **Adding visual content to your social media posts is a very smart way to get your most important content noticed.** Let's face the facts – people like to look at pictures. What's more aesthetically pleasing? A ton of text with white space, or a ton of text that has pictures to look at that breaks up the text? Ten times out of ten, you're probably going to read the article that has a ton of pictures on it. Just make sure that the picture is relevant to the information you are conveying.

For more information about social media platforms and how to use them, visit:

http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

Blog Post

A blog is an online journal that is regularly updated. Blogs may focus on a specific topic (e.g., your organization's initiative) or on a broader topic (e.g., health news in your community). Most blogs are formatted so that their entries are posted in reverse chronological order (the most recent at the top) and readers are invited to post comments in response to blog entries.

Some tips from the Centers for Disease Control and Prevention (CDC) on blogging best practices appear below.

1. **Observe the blogosphere** by reading other people's blogs before starting your own. You can find blogs through a blog search engine such as Technorati (www.technorati.com)
2. **Provide links to other reliable web pages** that support the content in your blog
3. **Keep your posts relatively short**, providing enough information to support main points but not a lot of detail. Web readers are more likely to read shorter posts
4. **Make headlines attention grabbing**
5. **Include numbered or bulleted lists** to allow more white space on the page
6. **Use sub-heads and keep your headings and sentences short** so that your posts are easy to scan quickly
7. **Keep a consistent style** and conversational tone
8. **Use keywords strategically**; using appropriate search terms will help more people find your posts

Sample NHEW Blog Post:

During the week of October 17 - October 21, 2016, SOPHE will host their annual National Health Education Week (NHEW). This year's theme is "Partnerships to Build Community Health." There is a different focus every day of the week on the various partnerships in community health.



- **Monday** is about community health, health equity, and faith-based partnerships. SOPHE wants you to create an appreciation post – take a few minutes to post on social media and shout out to your favorite partners highlighting how you have made your partnership a successful one. Use Facebook or Instagram with a picture and tag #NHEW2016.
 - Create an appreciation Facebook or blog post: take a second to appreciate the partnerships that you have built over the years and explain what makes that partnership so great.
 - As an extra: add a photo to Instagram to be a part of our photo contest and share your partnership through pictures. Use the hashtag #NHEW2016 and tag SOPHE’s Instagram as you share photos that display your success as a partnership. *Must use Instagram and the above hashtag in order to be qualified.
- **Tuesday** is about worksite health partnerships. SOPHE wants you to share your advice on what a health educator can do to land a current job.
 - As health care costs increase, both employers and employees think worksite health promotion programs can affect health behaviors and costs. Check out this module to learn more: [Incentives in Worksite Health Promotion Module and Scenario 1](#).
 - Managers want to know the cost analysis of worksite health promotion programs. This [introductory primary module](#) shows you how to calculate the costs.
 - We want you to share your advice: how have you implemented a successful work site health promotion program. what can an upcoming Health Educator do in order to land the position that you currently have? Use the social media of your choice to spread some tips and tag #NHEW2016!
- **Wednesday** will focus on school health partnerships and will feature a webinar that discusses utilizing partnerships between school-based health centers and schools to advance student and school employee health.
 - Join our webinar to hear how partnerships between school-based health centers and schools advance student and school employee health. Speakers: Jordanna Snyder, MPH/CHES, program manager for school-based Health Alliance and Hallways to Health, Bill Klatz, vice principal of Merlo Station High School, Aurora Chavez, health educator at San Fernando High School Teen Wellness Center, Sara Trivette, CHES, physician assistant at Turner Elementary School, and Rachael Bowen, health educator at Milwaukie High School Wellness Center.
 - Take a second to post on social media the top 3 elements all successful partnerships should have and tag #NHEW2016.
- **Thursday** is all about the governmental organization partnerships.
 - Highlight some activities that your organization has contributed to the public health world.
 - Highlight some accomplishments other organizations have made for public health. SOPHE will post success stories from their cooperative agreement with the CDC under the EACH project.

Send your highlights to news@sophe.org. We’ll post highlights to Facebook and SOPHE’s website.

- **Friday** will focus on the advancement of community health education, the students of higher education.
 - Share the innovative ways academic partnerships are improving health education for all. Use #NHEW2016 hashtag.
 - Students: we want you to create a Facebook post explaining why you chose public health as your career path, tag SOPHE, and use the hashtags #NHEW2016 #WhyIChosePublicHealth



Sample NHEW tweets:

- **Monday:** Create an appreciation post about your partnership on any social media explaining why you appreciate that partnership & tag us #NHEW2016
- **Tuesday:** Share your advice: what an upcoming Health Educator can do to land the job that you have! Tag us on any social media using the tag #NHEW2016
- **Wednesday:** Learn all about how to utilize partnerships between school-based health centers and schools by joining @SOPHEtweets webinar #NHEW2016

- **Thursday:** Post a message on what your organization has done for public health & highlight another organization and the work they've done #NHEW2016
- **Friday:** Students: create a Facebook post on why you chose public health as your major, tag SOPHE, & use the hashtag #WhyIChosePublicHealth

You can engage in Twitter events, including:

- **Twitter Chat:** Scheduled events in which your organization can communicate with its followers through discussion, questions and answer sessions, and the dissemination of information
- **Twitterview:** This scheduled event is a type of interview in which the interviewer and the interviewee are limited to conversations made of 140-character messages
- **Twitter Town Hall:** A scheduled forum that allows followers to submit questions on a specific topic. Responses can be delivered through live tweets, video, or live stream
- **Live Tweeting:** Tweeting live from an event to highlight key points of a presentation and play-by-play moments
- **ThunderClap:** Thunderclap allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks. You and others will share the same message at the same time, spreading an idea through Facebook, Twitter, and Tumblr.
- **Periscope:** A video application made by Twitter that allows you to live stream videos. People can watch videos using the app on their phones or by going online.

CDC offers the following tips on Twitter best practices:

1. **Set up a profile name, image, and biography** when you establish your free account. Your profile name should be short (15 characters maximum) and reflect the nature of your organization. Your 160-character biography or organizational description should be the first post from your new profile. Include a logo or graphic that represents your organization.
2. **Keep content short and simple.** CDC recommends tweets of 120 characters so that messages can be easily re-tweeted by others without editing.
3. **Provide more information with a shortened URL of your main web site.** There are web sites (e.g., <http://tinyurl.com> or <http://is.gd>) that can help you shorten your URL.
4. **Promote your Twitter profile** in other communication materials.
5. **Engage your followers** by posting on a regular schedule.
6. **Post other relevant content** from partners and followers.



Periscope

Periscope (<https://www.periscope.tv/>) is a new application by Twitter that can be used to live stream videos. To stream a video, you can download the Periscope app on your iOS or android phone and start recording using your phone camera. Remember to change your settings to public to allow others to view your video. Viewers can post real time questions and comments to you and can tap the video to send hearts as a way to “like” the broadcast. You can announce to your contacts the time and date that you will be live streaming and can use Periscope to share information about NHEW or to live stream NHEW activities in real time.



Facebook

Sample NHEW Facebook posts:

- **Monday:** We kick off National Health Education week by celebrating community health, health equities, and faith-based partnerships. We want to hear from you! Create an appreciation post on any social media and talk about your partnership, and what makes that partnership so great. #NHEW2016
- **Tuesday:** Today we celebrate worksite partnerships and we want you to share your advice! Make a Facebook post, or any other social media of your choice offering tips and advice on how an upcoming health educator can land the position that you have now. #NHEW2016
- **Wednesday:** Wednesday is all about appreciating school health partnerships! Join SOPHE's webinar to learn how to utilize partnerships between school-based health centers and schools in order to advance student and school employee health. #NHEW2016
- **Thursday:** Calling all governmental organizations! Today, we celebrate you and your partnerships. We want to hear about something that your organization is currently doing, or has done in the past for public health. Or, you can highlight another organization and something good they are contributing to the public health world! #NHEW2016
- **Friday** To wrap up #NHEW2016 strong and to show what the future of health education looks like, we want to hear from students! Students – we want you to create a Facebook post on why you chose public health and tag us using the hashtags #WhyIChosePublicHealth and #NHEW2016

CDC suggests the following best practices for using Facebook to communicate:

1. Become familiar with other public health-related social network sites. These are generally Facebook pages used by organizations and businesses, which are distinct from Facebook profiles created by individuals.
2. Ensure that there are adequate time and staff resources available to support ongoing maintenance of the page in order to keep content fresh and fans engaged.
3. Provide engaging posts and communication material (e.g., videos, quizzes, games, images, etc.) to actively and repeatedly engage users.
4. Create a comment policy about how you will respond to inappropriate comments.
5. Collect and store comments in order to document the conversations you sparked. This documentation can help you evaluate your efforts.
6. Promote your Facebook page on all your communication materials.



LinkedIn (www.linkedin.com) is a professional social media site that allows people to strengthen and extend their existing network of trusted contacts. By creating an “online résumé” you can stay in touch with colleagues and classmates, discover professional opportunities, and get the latest news and insights on how to advance your career.

- By sharing an “update” you can reach out and inform your contacts about NHEW



Online video sites, such as YouTube (www.youtube.com), and Vimeo (www.vimeo.com), allow people to share their videos with others, allowing them to comment on what they see. Videos can be produced inexpensively with a webcam or camcorder and editing software and then:

- **Prepare content that is appropriate for your priority population.** Try to avoid technical information, jargon, and complicated charts and graphs. Focus instead on producing simple, easy-to-follow “stories” with human interest and a “call to action.”
- **Keep videos short.** Some sites have limits on how long videos can be.
- **Promote your videos** on all your communication materials
- **Create high-quality video** by using a tripod to stabilize the camera, appropriate lighting, and a plug-in microphone
- **Choose appropriate music** that suits the mood of the video and is copyright free (unless you are paying to use it)
- **Include a URL** at the end of the video where people can find more information



Instagram

Instagram (www.instagram.com) is an online community forum for sharing photos. They are commonly used for reference, teaching, presentations—meaning wider exposure to your events and activities. Choose “tags” (keywords) for your photos that will generate interest, such as “National Health Education Week,” “health education,” “Health Education Specialist,” and “CHES/MCHES.” By sharing photos of your NHEW events and activities, you will generate interest and awareness in the work that you do and gain a wider audience for your organization.

SOPHE Uses the Following Social Media Platforms for NHEW:

- **Facebook:** <https://www.facebook.com/SocietyforPublicHealthEducation/>
- **LinkedIn:** <https://www.linkedin.com/company/society-for-public-health-education>
- **Twitter:** <https://twitter.com/SOPHEtweets>
- **Youtube:** <https://www.youtube.com/user/sophestats>
- **Flickr:** <https://www.flickr.com/photos/sophepics>
- **Instagram:** <http://instagram.com/sophegram>

Always obtain a [signed photo release](#) of any persons — adults, youth or children — that appear in photos and/or videos.

7 Planning Steps to Communicating Your Message

Whichever media outlet you choose, you need to be clear on the purpose of your message. Health education and promotion strategies can be challenging to communicate to others. To successfully communicate your message, follow these seven steps:

Step 1: Identify your key audiences. You may have different key messages for specific populations and a general message for a broader population.

Step 2: Choose a key message. Determine one or two overall goals for you message. Use the following questions to guide the development of your overall strategy.

- **What is the problem you are highlighting?** Example: The poor health and wellness in the community due to tobacco use
- **Is there a solution? If so, what is it?** Example: Hiring health education specialists in schools, colleges/universities, health departments, community organizations, health facilities, worksites, and insurance companies to implement evidence-based tobacco cessation programs

- **What do you need to do or say to get the attention of those who can make the solution happen?** — Do you want to use the media to get your message out by holding a news conference or briefing? Or do you want to use a news release and/or advertising to get the attention of the public?

Once you have defined your overall goal, then you can design the message that you want to relay to your audience(s). You want your message to be simple and clear. Make sure you communicate:

- The problem you are addressing
- Why your intended audience should be concerned with this problem
- What should be done about the problem

Try to create a compelling message — one that people can relate to — share an individual’s story, a person affected by the problem. By humanizing the message, your issues will have a greater impact on the public than if you just use statistics.

Possible key messages topics include:

- Increasing awareness of the various roles health education specialists can play in improving consumer health and wellness
- Providing support and resources for health education specialists in all facets
- Encouraging multi-sector collaboration, including government agencies, community-based organizations, schools, and businesses, whose services and decisions affect health education specialists’ provisions on consumer health and wellness

Step 3: Get the facts

Research the facts that support your key message(s). You can communicate your local messages with facts and statistics from your state and/or local community. For example, you may wish to include information about the incidence of major chronic diseases in your state, city, or county. You may be able to provide examples of local ordinances or policies that have already been adopted in your community. Many health education facts can be found throughout this toolkit. You can also find resources on the [SOPHE web site](#).

Step 4: Decide which media outlets you want to utilize

The first step in working with the media is to research and identify the news outlets you would like to cover your NHEW initiative(s). You can identify any reporters who have covered issues related to your initiatives in the past. To make the research easier, set up Google Alerts online (www.google.com/alerts) so that you automatically receive updates on relevant news stories in your area. Scan your local newspaper daily for health and community stories. Remember to update your media list regularly so that you can use it for outreach efforts during the year.

You can purchase media contact information from database services such as Cision (www.cision.com) or BurrellesLuce (http://www.burrellesluce.com/Media_Outreach).

Once you’ve identified these outlets and contacts, build an electronic media list using a program such as Microsoft Excel. Electronic lists are easy to update, and users can merge contacts for effortless delivery of materials via e-mail or mail.

Include local and regional radio, television, print outlets and key health journalists. Also identify relevant blogs and make contact with the blogger (to start your search, check out <http://blogsearch.google.com>). Join Twitter and follow groups

with related messages to network and increase visibility.

Step 5: Write a news release

(See page 21 for information on writing a news release as well as a template for NHEW)

- Include a background page about NHEW, health education, and health education specialists in your city or region. The background page can include key facts, statistics, and information resources
- Identify a member of your organization as a local expert, spokesperson to answer questions
- Identify stories of individuals in the community who benefit from employing or working with health education specialists to pitch to journalists and bloggers for coverage

Step 6: Disseminate your information to media outlets & priority media targets

To distribute electronically, copy and paste your news release (see page 21 for tips on preparing a news release) into the body of the email. Many reporters will not open unsolicited attachments. Make sure they can clearly see the headline and first paragraph without enlarging or scrolling down in the email, as this will increase the likelihood your release will be seen. Personalize each email so the reporter knows it's not a mass message. For example, mention a story recently written by the reporter that caught your eye, or if you have had previous interactions with him/her, mention when and where to jog his/her memory.

If you would like to send your news release to a large number of recipients, there are many online resources available to help you increase the awareness and visibility of your event. It is a best practice to include a brief cover letter with your news release. Some of these services may charge a fee, so it's important to research each option before submitting your event materials. Some may offer discounts to nonprofit organizations. Top distribution sites include:

- ◆ Business Wire (www.businesswire.com)
- ◆ PR Newswire (www.prnewswire.com)
- ◆ PR Log (www.prlog.org)
- ◆ 24/7 Press Release (www.24-7pressrelease.com)
- ◆ PRWeb (<http://www.prweb.com/>)

Some free press release distribution sites include:

- Free Press Release (www.free-press-release.com)
- PR (www.pr.com)
- 1888 Press Release (www.1888pressrelease.com)

Step 7: Outcome Evaluation

Outcome evaluation answers the question, "how effective was the campaign at producing its intended results among the audience?" Outcome evaluation items might include: "Are more members of my community reporting that they are knowledgeable of the benefits of Health Education Specialists in the community?" If evaluation seems overwhelming or too complicated, do not forget that there are many resources available. Consider enlisting the help of a local evaluator, a graduate student in the field, volunteer interns, or the services of professionally trained public health evaluators.

In addition, there are a variety of Internet resources that you can access:

- National Network of Libraries of Medicine: Outreach Evaluation Resource Center - <http://nnlm.gov/evaluation/>
- CDC Evaluation Working Group - <http://www.cdc.gov/eval/>
- Community Tool Box (from the University of Kansas) - <http://ctb.ku.edu/>
- W.K. Kellogg Foundation Evaluation Toolkit - <https://www.wkcf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>

News Release

News releases, or press releases, are one- or two-page announcements sent to the media so they will cover your story or event. A news release should:

- Contain approximately 500 words, formatted in short paragraphs
- Use an inverted pyramid style of writing, meaning the most important information is at the top, filtering down to the less crucial details toward the end
- Include a quote from your organization’s spokesperson or key event figure. If you are partnering with another organization, their spokesperson should also be quoted
- Close the news release with a paragraph that provides a concise overview of your program, including where to find additional information and your contact information

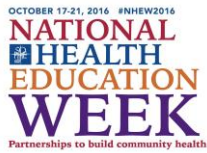
How to Format a News Release

- **Contact information.** At the top of the release, put the contact name, number and email address of the staff person the press should contact to get more information. This is usually located on the top right-hand corner.
- **Release date.** This tells the reporter when the information in the release can be published or broadcast. The release can be for immediate release to the public, in which you can put “For immediate release” on the top. The reporters can also hold the information until a certain date. For this, you would need to put “Embargoed until (release date and/or time).” The release date is usually located on the top left-hand corner.
- **Headline.** Use a concise and informative headline that summarizes the essence of the news release. This will run under the contact information and above the body of the release. Keep headlines short. Use a sub-head to provide more details.
- **Body.** Always begin the first sentence in the following format: city, state (or country), month, day, and year. Then you can discuss the “who, what, where, when and why” of your story. After your concluding paragraph, include ### to indicate the end of your news release.
- **About.** Include your organization’s boilerplate with a link to your website and additional resources.

When to Send a News Release

News releases are issued several days in advance, the day of the event, or immediately following an event.

A sample news release appears on the following page.



Contact: [Name, Phone, Email Address]

For Immediate Release - Date

Chronic diseases are the leading cause of death and disability in the United States

National Health Education Week - October 17-21 - leads awareness efforts that many chronic diseases could be prevented, delayed, or alleviated, through simple lifestyle changes.

(City, State) – Chronic diseases can be disabling and reduce a person’s quality of life, especially if left undiagnosed or untreated. Chronic diseases are ongoing, generally incurable illnesses or conditions, such as heart disease, asthma, cancer, and diabetes. These diseases are often preventable, and frequently manageable through early detection, improved diet, exercise, and treatment therapy.

During October 17-21, health education specialists and public health advocates across the country involved with the Society for Public Health Education (SOPHE) will work to raise public awareness of the importance of exercise, good nutrition, and their role in the prevention of chronic diseases. According to the Centers for Disease Control and Prevention, chronic diseases are the leading cause of death and disability in the United States — 133 million Americans or 45 percent of the population have at least one chronic disease.

In 2016, more than half of adults aged 18 years or older did not meet recommendations for aerobic exercise or physical activity. More than one-third of adolescents and 38 percent of adults said they ate fruit less than once a day, while 38 percent of adolescents and 23 percent of adults said they ate vegetables less than once a day.

Health education specialists work in a variety of professional settings to educate individuals and the public on the prevention of chronic diseases, in the hopes of reducing the cost spent on medical treatment and improving the health status of individuals, communities, states, and the nation.

[Insert quote] says [Name/Title/Organization]

For example: “Health education specialists offer knowledge, skills, and training that complement the policy work we do at Environmental Company Place” says Anita Maier, CHES, Advocacy Director at Environmental Company Place. “Our health credentialed employees collect and analyze data that is essential for communicating with policy makers about changes that will create healthier environments for people where they live, work and play.”

To raise awareness of the importance of Health Education Specialists and the vital role they have and continue to play in promoting the health of [nation/state/community], [your organization/company/program] is [describe the event/activity/promotion being conducted].

About National Health Education Week (NHEW)

NHEW is celebrated annually during the third week of October and focuses national attention on a major public health issue, provides public education, and improves consumer understanding of health education’s role in promoting the public’s health. NHEW is recognized by the U.S. Department of Health and Human Services.

About SOPHE

The Society of Public Health Education (SOPHE) is a non-profit professional organization founded in 1950 to provide global leadership to the profession of health education and health promotion and to promote the health of society. SOPHE’s 4,000 international and chapter members’ work in various public and private organizations to advance health education theory and research, develop disease prevention and health promotion programs, and promote public policies conducive to health. For more information, go to www.sophe.org.

About Organization/Program/School Name

Insert boilerplate statement

###

Proclamation

A proclamation is a formal announcement made by a local city or county government on a topic important to the members of the community. Issuing a proclamation is a great way to raise awareness about the importance of investing in health education specialists.

How to Format a Proclamation

Remember the proclamation should entice others, so choose effective words and adjectives to strengthen your proclamation. Compose “Whereas” statements stating why you are making the proclamation. These statements should make it clear why you are proclaiming a certain day or event. Skip a space between each “Whereas” statement in which you make the actual proclamation itself. Clearly state why you are making this proclamation. Conclude with a “Therefore” statement in which you make the actual statement itself and use the word “Proclaim” to make your point clear.

When to Send the Proclamation

If you are holding an event for NHEW, promote and distribute the proclamation. You can also have the proclamation displayed at a news conference, event, or your office. Post the proclamation on your website. Here’s an example:

National Health Education Week

Call for Education and Action to Promote the Importance of Health Education Specialists in the Community

WHEREAS, There are more than 66,000 Health Education Specialists working in the United States; and

WHEREAS, 250 academic programs in colleges and universities prepare Health Education Specialists for contemporary workplace demands; and

WHEREAS, Health Education Specialists promote, maintain, and improve individual and community health; and

WHEREAS, Health Education Specialists planning, implementing, monitoring, and evaluating programs to encourage health lifestyles, policies, and environments; and

WHEREAS, Health education reduces the costs spent on medical treatment; and

WHEREAS, Health education improves the health status of individuals, communities, states and the nation and enhances the quality of life for all people and reduces costly premature deaths and disability, and

WHEREAS, Health education specialists offer knowledge, skills and training that can assist individuals in understanding the ACA provisions and linking the uninsured with health insurance options available in their states, and

WHEREAS, The [name of chapter or organization] is committed to promoting the health and safety of the public; and

WHEREAS, In celebration of 2015 National Health Education Week, government agencies, community-based organizations, health care providers, schools, and businesses are essential to providing health education, improving healthcare quality and patient safety, and emphasizing primary and preventive care linked with community prevention services.

THEREFORE be it,

RESOLVED, That the [name of governor, mayor, elected official, or health commissioner] of the [name of state, city] do hereby proclaim **October 19-23, 2015**, as the Society for Public Health Education’s (SOPHE) National Health Education Week. All individuals, organizations, businesses, and communities are encouraged to help raise awareness about health education specialists, the resources and skills Health Education Specialists can provide, and the importance of a Health Education Specialist in creating a healthier future for all.

The Role of a Health Education Specialist

Health education specialists work with health care providers, policy makers, human resource personnel, and many other professionals to promote healthy lifestyles and prevent and manage disease by empowering individuals to make informed decisions about their health.

The result of health education specialists' work improves the health status and quality of life of individuals and communities and reduces costly premature deaths and disability.

[Learn more.](#)

Where Do Health Education Specialists Work?

According to the U.S. Department of Labor's Bureau of Health Statistics (2016), there are about 57,020 health education specialists working in the following settings:

- **K-12 Schools** to help students adopt healthful behaviors thereby improving academic performance, as well as with improving the health of faculty/staff and parents (CDC, 2014)
- **College/University health education programs** to train future health education specialists and to conduct research on effective programs, policies and interventions
- **Colleges & University Health Centers** to help young adults improve their health and reduce risky behaviors
- **Hospitals, Clinics and Health Plans** to promote healthy lifestyles, help patients and families recover from illness and educate patients on managing chronic diseases
- **Municipal/County/State Public Health Departments & Military** to promote and protect the health of all populations living in their geographic area and achieve public health goals
- **Nonprofit/Voluntary Organizations** to provide education and services related to a particular disease or priority population
- **Business/Industry** to identify common health problems among employees and create incentive programs to encourage employees to adopt healthy behaviors

Where Are Health Education Specialists Trained?

More than 250 professional preparation programs around the country provide formal degrees in school and community health education at the baccalaureate, master and doctoral levels. Many health education specialists hold master's degrees from schools and programs in education, public health or health promotion. Curricula may include a unique combination of instruction from the behavioral/social, epidemiological, environmental, and biomedical sciences, as well as pedagogy, health administration and public policy. (NCHEC, 2008). Some community colleges also offer courses in health education.

What Is a Certified Health Education Specialist (CHES) and Master Certified Health Education Specialist (MCHES)?

The Certified Health Education Specialist (CHES) and Master Certified Health Education Specialist (MCHES) designation signify that an individual has successfully passed a national competency-based exam demonstrating skill with and knowledge of the [Seven Areas of Responsibility](#).

- **Area I:** Assess Needs, Assets and Capacity for Health Education
- **Area II:** Plan Health Education
- **Area III:** Implement Health Education
- **Area IV:** Conduct Evaluation and Research Related to Health Education
- **Area V:** Administer and Manage Health Education
- **Area VI:** Serve as a Health Education Resource Person
- **Area VII:** Communicate and Advocate for Health and Health Education

These Seven Areas of Responsibility contain a comprehensive set of competencies and sub-competencies defining the role of an entry- and advanced-level health education specialist. The CHES exam reflects the entry-level sub-competencies, whereas the MCHES exam is based on the advanced-level sub-competencies. The certification is provided by the National Commission for Health Education.

[Learn more](#) about CHES and/or MCHES.

Health educators are often supported by community health workers (CHW) because they are trusted members of the communities that receive public health programs and services.

[Learn more](#) about the complementary roles and training of health education specialists and community health workers.

Why Are Health Education Specialists Vital to the Nation?

Health education improves the health status of individuals, communities, states, and the nation; enhances the quality of life for all people; and reduces costly premature deaths and disability. By focusing on prevention, health education reduces the costs (both financial and human) spent on medical treatment. Chronic conditions, such as diabetes, heart disease, and cancer, consume more than 75 percent of the \$2.2 trillion spent on health care in the United States each year – the equivalent of about 2.5 economic “bailout” packages (CDC, 2013). Spending as little as \$10 per person on proven preventive interventions could save the country over \$16 billion in just five years (RWJF, 2008).

Addressing a single risk factor (e.g., smoking) influences outcomes across multiple diseases, from preterm birth to lung disease and cancer. Addressing obesity in today's children alters the prevalence of many diseases (e.g. heart disease, cancer, diabetes, arthritis) that may be encountered decades later (Pfizer, 2013).

Health education specialists offer knowledge, skills, and training that complement those of health providers, policy makers, educational experts, human resource personnel and many other professionals whose work impacts human health. Health literacy is a large determinant of health status and without these components offered by health education specialists, members in each community can be greatly affected.

Advocacy Matters

Leverage Policy to Promote Health Education

Using policy to change systems and environments is one of the most powerful ways that we as health education specialists or other professionals can improve the nation's health. With or without us, policymakers will make a multitude of decisions in the next few years that will alter the course of our health systems and communities. SOPHE's 2015 advocacy priorities are:

- Patient Protection and Affordable Care Act
 - Retain Prevention and Public Health
 - Seek opportunities for 3rd party reimbursement for professionally trained health educators
- Appropriations for CDC's School Health Branch
- Reauthorization of the Elementary and Secondary Education Act (ESEA)
 - Support Sen. Tom Udall (D-NM) and Rep. Marcia Fudge (D-OH) PHYSICAL Act bills that elevate health and physical education to core subjects
- Health equity policies, programs or practices that address health, social, economic, environmental and other factors that improve health across all populations
- Promote the health education profession as a critical component to addressing the health crisis in our society
- Health literacy
- Tobacco prevention and control
- Environmental health/emergency preparedness

As health education specialists and public health professionals, we have useful data and other information about the health of our communities. We know which policies are proven to reduce the burden of preventable diseases and injuries. We are skilled in formulating realistic policy solutions and educating stakeholders. This expertise will have limited impact unless we become more effective in communicating with policymakers on national and state legislative issues related to the latest policies and research in community health and wellness.

Take Action

The following are a few tips on how you can get involved and educate policymakers about the importance of health and wellness:

- Share NHEW with your family, friends and colleagues and encourage them to contact their members of Congress in support of health education specialists
- Schedule a meeting with your home district's members of Congress to discuss the important role of health education specialists in implementing programs in the community
- Send an email to your members of Congress asking them to support public health promotion and education. Locate your elected officials at:
 - ⇒ Health Education Advocate Index: <http://healtheducationadvocate.org/hea-summit/legislative-resources/>
 - ⇒ U.S. Senate: <http://www.senate.gov/>
 - ⇒ U.S. House of Representatives: <http://www.house.gov/>
- Submit public comments to regulatory issues and sign on to letters that support public health and wellness

More Advocacy Information

- **Advocacy Toolkit (SOPHE):** http://www.sophe.org/advocacy_matters.cfm
- **Health Education Advocate:** <http://www.healtheducationadvocate.org>
- **Tips for Meeting with Your Members of Congress (APHA):**
https://www.apha.org/~media/files/pdf/advocacy/phact/phact_actionkit_2014.ashx
- **Health Education Profession:** <http://nchec.org/credentialing/profession/>
- **NDD United:** http://publichealthfunding.org/index.php/ndd_united1/

Resources

This section has been moved to the SOPHE web site. You can find a variety of resources related to health education specialists and health education including web sites and links to PDFs that may help you to plan and execute a NHEW event at <http://www.sophe.org/NHEW.cfm>

Inclusion in the resources section should not be construed as an endorsement by SOPHE. The list is intended to be a sampling of known materials and organizations pertinent to health education and health reform that can be used to educate yourself and your community. Since the organizations listed may discontinue or revise materials from time to time, all of the items listed may not be readily available.



NHEW 2016 Evaluation

You may complete the evaluation online at:

<https://www.surveymonkey.com/r/NHEW2016>

All deletions or corrections should be brought to the attention of:

Attn: NHEW 2016 Correction
info@sophe.org

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