

Celebrating **50** Years of Leadership  
and Vision for Health Education



Society for Public Health Education

**50<sup>th</sup>**  
\* **Anniversary**  
**Salute to**  
**Past Presidents** \*

and Campaign Contributors  
**\$50,000 for 50 Years: Building SOPHE's Future**

# \$50,000 for 50 Years: Building SOPHE's Future

## Recognition of Contributors

November 12, 1998–October 25, 1999

### Loyalty Club \$1.00–\$49.00

Michael B. Ahmadi  
Collins Airhihenbuwa\*  
Andrea Bard  
G. Reza Behbehani  
Robert J. Bensley  
Jay Bernhardt  
Jamie Boyle\*  
Carol Brownson  
Laura Carter  
Megan Cleary  
Wendy Cleary  
Sandra Cross\*  
Tonya E. Donovan  
Gary D. Gilmore  
Jill Grady  
John M. Festa  
Karin Valentine Goins  
Nina Goodman  
Michele Grodner  
JoAnn Hayden  
Glenn I. Hildebrand  
Janet Hurley  
Jill Lattmann  
Gloria "Maggie"  
Lykins  
Marian McDonald  
William J. Mitchell  
Angela Musella  
Deborah Ogren  
Karen Olson  
Ellen Phillips-Angeles  
David Ratajack  
Carey Riccitelli\*  
Denise Richards  
Stanley Rosenberg  
Edgar J. Roulhac  
Carolyn L. Roundtree  
Charlotte R. Scott  
Patrick Stieg  
Elise Stone  
Joanne Thompson  
Andrea Vastis\*  
Darlene Vickers\*  
Patricia W. Wahl  
Karen S. Walters  
Caroline Wang  
Beth Welz  
Carolyn M. White  
Mandana Yousefian  
Marc Zimmerman\*

### Bronze Club \$50.00–\$99.00

Evelyn Ames  
Juanita G. Arvizo  
Lila M. Atkisson  
Janet Bassitt  
Elizabeth Bennett  
Bradley Boekeloo  
William Brieger  
Susan Brink  
Jodi Brookins-Fisher  
Barbara Brunner\*  
Lydia Burak  
Patty Charles  
Claudia Coggin\*  
Gary D. Gilmore  
Cecelia Doak  
Sharon Dorfman  
Mary-Frances  
Dougherty  
Brenda Dressler  
Charles Espinoza  
Lucy Forgione\*  
Cezanne Garcia\*  
Carol Gill  
Yolanda Harris  
Janet Heller  
Marlene Hollick\*  
C. Ann Houston  
Frances Hudson  
Gerald C. Hyner  
Nai Kang  
Bruce E. Leonard  
Virginia Lindsey  
Kathryn Meier  
Geneva J. McCleary  
Lisa Morgan  
Patrick Morgester  
Mary Cheryl  
Nacionales  
Lucy Ngh  
Pacific Northwest  
SOPHE  
Amelie G. Ramirez  
Elaine Ricketts  
Abby Rosenthal  
Donne Rue  
Judith Natale Sabino  
Zora Travis Salisbury\*  
Gopal Sankaran  
Becky Selenko  
R. Debra Shapiro  
Bruce Simons-  
Morton\*  
Robert Strack  
Ronald C. Tess

Rosalind Thomas  
Mohammad R. Torabi  
University of Illinois  
Dept. of  
Community Health  
Michelle van Ryn  
Raquel Velez  
Kathleen Washienko

### Silver Club \$100.00–\$249.00

Kelly Alley\*  
Bojana Beric\*  
John A. Bienenke  
Robert A. Bowman  
Joan C. Collins  
Katherine Crosson  
Richard M. Eberst  
Brian S. Flynn  
Kathleen S. Fox  
Andrea Gielen  
Emily Glazer\*  
Karen Denard  
Goldman\*  
Fern Walter Goodhart\*  
Robert Goodman\*  
Greater New York  
SOPHE  
William Griffiths (in  
memoriam)  
Catherine Hagmann  
Clara S. Haignere  
Margo Harris  
Mary E. Hawkins\*  
Joanna Hayden  
Catherine Heaney  
Susan H. Hirsch  
Godfrey M.  
Hochbaum  
Mary Grenz Jalloh\*  
Amy Kowalk  
Cheryl Lackey  
Catherine Lewis\*  
Nellie (Nell) R.  
Lomprey  
Molly J. McCauley  
Eileen M. McDonald  
Meredith Minkler\*  
Missouri SOPHE  
Robin Mockenhaupt\*  
Donald Morisky  
Joyce B. Morris\*  
Marita Murrman  
Suzanne Nicoletti  
Krase  
Kathleen Parker

Robert D. Patton  
Dan Perales\*  
Alan N. Rabe  
David Ramsey\*  
Rebecca Reeve\*  
Anne Roesler  
Darrell Scharff\*  
Randy Schwartz\*  
Marion Sheehan  
Rosalind Singer  
Robert Simmons\*  
Shelagh Smith\*  
Lori Stegmier\*  
W. Bernard Suttake  
Annette M. Swezey  
Tennessee SOPHE  
Emily T. Tyler\*

### Gold Club \$250.00–\$499.00

Harriet Barr\*  
Kathryn Braun  
Nancy Moore Caira\*  
Ellen Capwell\*  
Sigrid G. Deeds  
Florence B. Fiori  
Lawrence W. Green/  
Judith M. Ottoson  
Nell H. Gottlieb  
Marian V. Hamburg  
Keith Howell  
Susan Lachenmayr\*  
Brick Lancaster\*  
James Lovgren  
Northern California  
SOPHE  
National Capital Area  
SOPHE  
North Carolina  
SOPHE  
Sheila M. Patterson  
Marti Pipp Pettilo  
Norbert Reinstein  
Edward J. Rocella  
Kathleen Roe  
Linda Lass  
Schuhmacher\*  
Mary Lou Skinner-  
Ross  
Stephen B. Thomas  
Beverly G. Ware  
Jane Zapka

### Platinum Club \$500.00–\$999.00

Stephen Gambescia\*  
Laura C. Keranan\*  
Marshall W. Kreuter/  
Martha Katz  
Charlotte V. Leach  
Jody Benton Lee  
Garry M. Lindsey  
Christine Ling  
Kate Lorig  
Anne E. Nolte  
Sarah J. Olson\*  
Susan Resnik\*  
Ruth F. Richards  
John R. Seffrin  
Jeanette Simmons  
Carolyn Woodhouse  
James Madison  
University  
Southern Illinois  
University

### President's Club \$1,000.00– \$2,999.00

M. Elaine Auld  
Flora Bloom\*  
Fran Butterfoss  
William A. Darity  
June D. Gorski  
Margaret Hall  
William Livingood, Jr.  
Paul Mico  
Frances R. Ogasawara  
Clarence E. Pearson  
Carl J. Peter  
Helen Ross  
San Jose State  
University MPH  
Students  
Scott K. Simonds  
Elena Slepcevich  
L. Nan Stout  
Richard A. Windsor  
New Jersey SOPHE  
Pennsylvania SOPHE

### New Millennium Club \$3,000.00 and over

John P. Allegante\*  
Noreen M. Clark  
Audrey R. Gotsch  
Patricia D. Mail\*  
Alyson Z. Taub  
Elaine Tencati\*  
Darlene Vickers\*

The farther backward you can look the farther forward  
you are likely to see. —Winston Churchill

The Society for Public Health Education (SOPHE) is pleased to celebrate the dawning of its 50<sup>th</sup> year. Health education has advanced significantly since SOPHE was founded half a century ago. A rich body of scientific literature now demonstrates that health education can and does influence health outcomes. Our professional leadership has helped define core competencies for entry- and graduate-level practice and has helped shape systems of credentialing and occupational recognition. A new journal, *Health Promotion Practice*, now joins SOPHE's flagship publication, *Health Education and Behavior*, in publishing cutting-edge developments in health education theory, research and practice. SOPHE's central office in Washington, DC, has expanded our partnerships with the public and private sectors and has re-positioned the organization for clearer strategic, political imperatives to support the public's health.

Yet, as we cross the threshold into the new millennium filled with hope and expectancy, we would be remiss not to acknowledge the dedicated individuals on whose shoulders we stand—our SOPHE Past Presidents. These courageous, innovative individuals dared to dream that SOPHE could make a difference and quietly toiled to make that vision today's reality. Their sage advice and direction sustained the Society during troubled times and provided the firm foundation that continues to guide, energize, and inspire SOPHE leaders and members today.

Nowhere is this inspiration more evident than in the overwhelming response of SOPHE members to our individual-giving campaign, *\$50,000 for 50 Years: Building SOPHE's Future*. SOPHE has surpassed its goal by raising more than \$50,000 since the campaign was launched at our 1998 Annual Meeting. We are indebted to all SOPHE members and chapters who contributed so generously to this first major endowment campaign and are pleased to publish their names herein.

This commemorative booklet is dedicated to all SOPHE Past Presidents—both deceased and living—and to all SOPHE campaign contributors to underscore our sincere appreciation and esteem. The booklet will become the cornerstone of a SOPHE time capsule, to be presented at the close of SOPHE's golden jubilee next November in Boston.

We invite you to join us in congratulating all SOPHE Past Presidents and this year's campaign contributors, as we point with pride to all the SOPHE accomplishments yet to come.

Robert M. Goodman  
President, 1998-99

Elaine Auld  
Executive Director

## Contents

Ennes .....	4
Reinstein .....	5
Leach .....	6
Simmons .....	7
Weddle .....	8
Darity .....	9
Simonds .....	10
Fiori .....	11
Cleary .....	12
Ross .....	13
Deeds .....	14
Windsor .....	15
Rocella .....	16
Green .....	17
Richards .....	18
Clark .....	19
Flynn .....	20
Ericksen, Sr. ....	21
Pearson .....	22
Mico .....	23
Gottlieb .....	24
Perkins .....	25
Jorgensen .....	26
Burdine .....	27
Livingood, Jr. ...	28
Capwell .....	29
Schwartz .....	30
Allegante .....	31

\*Denotes initial campaign contributors

## Howard Ennes, MPH

*President 1957*

### Greatest or Most Memorable Moments:

To be asked to comment on events a half-century past is a bit daunting, and tends to produce an extended “senior moment.” But there can be no hesitancy in expressing the thrill it gives me to see how SOPHE has blossomed over the years. Yes, there have been not-a-few rough patches, but the trend has definitely been upwards. While I was president in 1957 I don’t think we ever imagined, or hardly even hoped, to get so far as a profession.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

As I travel about the country it is sobering—despite the efforts of SOPHE and dedicated health educators—to observe the ignorance of so many people with regards to basic health concepts and information. Ever larger numbers of people are baffled by the arcane mumbo-jumbo of government and private insurers, HMO’s and “managed care”.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Of immense significance is the impact of television—especially the trend to advertise new nostrums, patented and prescribed—and the exponential growth in disseminating undocumented and freestanding information via the internet masquerading as “fact.” Advertising confidence games are driving out responsible and scientifically based information.

## Norbert Reinstein, MPH

*President 1959*

### Greatest or Most Memorable Moments:

To keep the small, but diverse band of 380 members together and focused on SOPHE’s future was a major accomplishment in my term of office. Some of our founders and all past presidents supported our efforts. They also worked with us in 1960 to achieve wide recognition as a force in health education, far beyond SOPHE’s size and meager financial capacity. Knowing them personally helped us to build bridges from our early health education pioneers to the next generation of health educators, transmitting their ideas, ideals and aspirations, which would continue to carry the “torch” into the second decade of our existence.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

Looking back at the phenomenal growth SOPHE experienced in the last 40 years, I am amazed how far we have advanced, far beyond our wildest dreams in 1960. This prompts me to predict a bright and glorious future for SOPHE into the 21<sup>st</sup> century. Oh, there will be many challenges, but also numerous, as yet undreamed opportunities. My vision perceives a strong, vibrant professional organization to which most health educators belong, one that is highly respected for its professionalism, one that provides effective leadership, one that carries high the banner for health education. I wish I could be around to witness my vision.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

We need to launch a bold new initiative to involve captains of industry, labor union officials, foundation presidents, hospital CEO’s, and health agency and community leaders to work cooperatively in advancing the cause of health education in the battle for the public’s health. We can do this by encouraging local chapters and other members to stimulate the creation of regional health education centers, councils, and coalitions to undertake cooperative, effective health education/health promotion endeavors. There are some examples where this has been done successfully, e.g. Pittsburgh, Detroit and Dearborn, and perhaps, other cities. I know that some of these groups were successful in persuading their United Way boards to assign high-funding priorities for health education as a field of service.





## Charlotte Leach, MPH

*President 1960*

### Greatest or Most Memorable Moments:

- We raised the dues in order to provide more service to our membership.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Health education will be increasingly recognized as essential in the health care system.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Encouraging the inclusion of health educators in team efforts with other professionals such as nurses, physicians, and dentists.

## Jeanette J. Simmons, DrSc

*President 1962*

### Greatest or Most Memorable Moments:

- For the first time in SOPHE history we were able to hire a part-time secretary. Her name was Naomi Banister.
- For the first time we were able to get outside support for publishing the *Monograph*. The National Library of Medicine gave money to SOPHE to pay for the printing of the journal. We also received money from the federal government to support publication of the journal.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Leadership is important for the future of SOPHE.
- It is hard to recognize many of the names of current SOPHE members. However, I am very pleased that SOPHE has gone ahead with the financial campaign and that is going well.
- I do not want to predict the future of SOPHE, but working together with other organizations is very positive for the advancement of public health education. I think that moving the office to Washington, DC was a wise choice. It allows SOPHE more opportunity to form partnerships with other organizations working towards a common goal and improving the quality of life.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- In order to strengthen the field of health education, health professionals must keep up current activities of continuing education and support of colleges and universities training future health educators.

## H. J. "Nick" Weddle, MPH

*President 1964*

### Greatest or Most Memorable Moments:

Much to the surprise of several SOPHE Board members, considerable meeting time and effort was devoted to organizational and management basics. These intensive, and at times lengthy, discussions focused on the following topics:

- Urgent need for professional and support staff to conduct affairs of SOPHE.
- Defining roles and responsibilities of the Board of Trustees and staff.
- Refinement of current fiscal operations (e.g., reporting and controlling standards).
- Communication with and service for the members and chapters.
- Potential sources of income development.

These early and much needed discussions help set the stage for the continued growth of SOPHE.

## William A. Darity, PhD

*President 1969*

### Greatest or Most Memorable Moments:

- Moving the SOPHE office from New York City to California with Jim Lovegren assisting my responsibility as Executive Director (an extremely unpopular move with many east coast SOPHE members, but probably the best decision I've ever made).
- Supporting students in public health at the University of Hawaii in their protest of the bombing in Southeast Asia by sending President Nixon a telegram requesting that the bombing cease. This act was highly criticized by many members, although the board gave its approval.
- Dissociating SOPHE from the American Medical Association's philosophy of health care (criticized by many members, I always wondered why).



### Predictions for SOPHE into the 21<sup>st</sup> Century:

- A major leader in health prevention and health education for the public.
- A strong supporter of disease prevention and the public and personal formation of health care.
- A strong advocate for industry to assume responsibility for pollution and the decay of the environment.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Finding solutions and methods of reaching and truly involving the excluded population groups through real community and social research.
- Combining community health research with basic, clinical, and social research and developing methods of properly utilizing these findings.



## Scott K. Simonds, DrPH

*President 1970*

### Greatest or Most Memorable Moments:

- Financial solvency of the organization. When I assumed the presidency, SOPHE was in debt \$20,000. We were out of debt with a healthy surplus by the end of my term.
- Moving SOPHE's central office from New York to San Francisco to save money. Jim

Lovegren became executive director on a part-time basis.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Continued growth in membership.
- Becoming a political force to be reckoned with.
- Further support of a research base for the health profession.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Continuation of leadership development for the profession.

## Florence B. Fiori, DrPH

*President 1972*

### Greatest or Most Memorable Moments:

- Seasoning by Jim Lovegren—a great mentor.
- Opportunities to meet with and learn from many SOPHE members.
- Developmental work that helped to increase and strengthen SOPHE's efforts.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Increased membership.
- New roles for educators and practitioners.
- A global presence.
- Greater visibility.
- Strong leadership.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Building partnerships at home and abroad.
- Increased links with providers and consumer organizations.
- Visible presence at state, local and national levels.
- More interaction with political leadership and policy makers.





## Helen P. Cleary, DSc, CHES

*President 1975*

### Greatest or Most Memorable Moments:

- Support for the beginning of the credentialing process.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Improved professional preparation. To that end:
  1. Develop a mentoring system. The skills of the health education specialist can only be learned in practice. It is difficult to do this effectively without the supervision of an experienced professional.
  2. Work with the Council on Education for Public Health (CEPH) to end the dual, discriminatory system for accreditation of master's level programs. Community health education programs outside of schools of public health are required to "pass" a rigorous, very good, accreditation process; programs in schools of public health are assumed to be accredited if the University is accredited. This system allows some poorly prepared individuals to slip through the cracks.

## Helen Ross, EdD, MPH, CHES

*President 1977*



### Greatest or Most Memorable Moments:

Prior to my term as SOPHE President, I was appointed by then President Beverly Ware to head up a task force to update the document "Guidelines for the Preparation and Practice of Professional Health Educators". The document was completed, and during my Presidency in 1977 we published the "Guidelines" for the bachelor's, master's and doctoral levels in *Health Education Monographs*. The article was used to initiate discussions about the Role Delineation Project, which later led to the Coalition of National Health Education Organizations. SOPHE also consulted with the Council on Education for Public Health to help develop standards for accrediting public health education programs at the master's level in schools of public health and in community health education programs outside the schools of public health.

Finally, a survey was conducted by the Tennessee SOPHE chapter to identify needs and concerns of chapter members. Data indicated that SOPHE should meet more of the needs of practitioners.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

Further research will be completed to indicate new theories and methods for bringing about changes of behaviors at the individual, organizational and community levels. Innovative programs will be enhanced for a multicultural society, as the ethnic minorities become the majority. The growing aging population will also demand innovative and effective health education programs. The rapidly expanding communications technology will demand greater skills from all health practitioners and researchers. The demand for distance learning will grow and new methods will be used to reach more people, especially low-income populations, without losing the face-to-face interactions that provides hands-on learning.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Considerable emphasis should be given to strengthen a profession that works toward advancing social justice on the local, national and global levels. Violence issues must be addressed and solutions found. The ethics of the profession must be kept up-to-date and instilled into the preparation of all health education professionals.



## Sigrid G. Deeds, DrPH, CHES

*President 1978*

### Greatest or Most Memorable Moments:

The most memorable SOPHE accomplishment of my term was the subsequent scheduling of the outgoing President's annual address at the plenary session of the SOPHE conference, where it can receive the attentive hearing it deserves. Up to then, the address was traditionally offered up during the dessert at the Saturday evening banquet.

The change came about as an unintended consequence of a raucous Saturday evening in New York at Number One Chinese Restaurant. In the middle of the President's recitative about the critical choices the organization faced, the microphone died. Did a fuse blow or did the waiters want to go home and so pulled the plug? Who knows? Conspiracy theories abound. The President, in the ensuing chaos, was persuaded to stand on a chair and belt out a high-decibel ending. This response spun, over the decades, into mythic proportions in the oral history of SOPHE. Why just last year, a generation X-er walked up to me and said, "Oh you're the lady who *danced on the table top* at the banquet!" Oh, no! I was the one who inadvertently got the business out of the way of the party.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- SOPHE will continue to grow in power and influence as the importance of prevention and health promotion is seen as critical to the health sector.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Acceptance of the complexity of planned behavior change and the need for specialists to plan and implement it.
- Improved and strengthened academic preparation programs will be critical.

## Richard A. Windsor, PhD

*President 1981*



### Greatest or Most Memorable Moments:

I am honored to have helped SOPHE establish itself as one of the premiere professional health societies in the world. During the last 50 years, SOPHE has participated in defining professional preparation and best practices for the health education profession. Renewed efforts and continued emphasis are needed to influence the professional preparation curriculum in schools of public health and health education to maintain the professionalism of the health educator and to establish a standard to which all health professionals are accountable.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

Future opportunities await SOPHE in improving patient/provider communications. Reports are recorded daily on problems between patients and providers due to a lack of knowledge of medications and services, as well as a lack of organizational support for utilization of health care services. SOPHE can play a major role in overcoming the system-wide barriers to effective patient education, as well as helping translate research to practice to improve patient/provider communications. SOPHE's major strength is understanding the consumer and the provider.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

SOPHE must continue to enhance its excellent reputation as a key advocate for the consumer. SOPHE also must be more pro-active in building the science base of health education. The organization must advocate for increased funding for health education research and must improve communication concerning the efficacy and outcomes of health education interventions.





## Edward J. Roccella, PhD, MPH

*President 1982*

### Greatest or Most Memorable Moments:

One of my administration's major accomplishments was keeping the organization solvent. Negotiating a new contract for the publication and distribution of SOPHE's journal, *Health Education Monographs*, with another publisher reduced operating expenditures. Another challenge we faced was the lack of growth in SOPHE membership. A modest campaign was begun to increase the retention rate of SOPHE Fellows, producing a net gain of 300 members.

Still another challenge was the need to provide continuing education for SOPHE members beyond the traditional Annual Meeting. To address these needs, a midyear scientific session was established. The first meeting held in San Juan, Puerto Rico, attracted approximately 125 health educators. In addition to the traditional lecture and seminar formats, the meeting also used visits to communities and public health centers similar to a grand rounds program. The first midyear conference produced a modest, but significant financial return to SOPHE, and the meetings have generally continued to do so ever since.

Finally, I should mention that in 1982 the SOPHE Board of Trustees established that there would be no smoking during SOPHE Annual Meetings.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

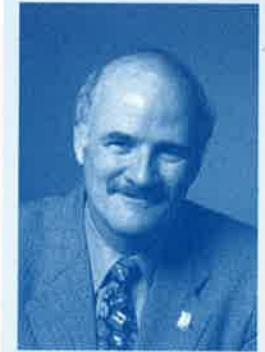
I will address this question during the Healthtrac awards session at SOPHE's 50<sup>th</sup> Annual Meeting.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

The health education field will need a stronger and larger research base to address changing disease patterns and social conditions in the 21<sup>st</sup> century. In addition, health education practice must be grounded to this research base and use these research results in an even more dramatic fashion. As the population of the nation becomes older, chronic diseases and will increase, requiring a better understanding of the learning process and behavior as factors in disease prevention and treatment. Further, SOPHE will need to expand its international portfolio.

## Lawrence W. Green, DrPH

*President 1983*



### Greatest or Most Memorable Moments:

- Development of joint committees on ethics, research and advocacy with the Association for the Advancement of Health Education.
- First steps toward moving the SOPHE office from San Francisco to Washington.
- First steps toward hosting the XIIIth World Conference on Health Education in Houston, Texas, 1988.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Expanding education and communication techniques will make possible the increased tailoring of health messages and increased control over health by individuals, fulfilling the dream of the Ottawa Charter.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- The need for growing understanding of global issues, international exchange, and intercultural enrichment of theory, philosophy and practices of health maintenance and enhancement.



## Ruth Richards, MPH

*President 1984*

### Greatest or Most Memorable Moments:

- Being SOPHE secretary was a memorable time because the dues were raised from \$7.00 to \$25.00 and we employed the first part-time executive.
- Serving as a SOPHE vice-president three times—California enforced ERA before other states so meetings were held in Los Angeles and Anaheim.
- When I was SOPHE president, we worked through the change voted by the House of Delegates and the Board of Trustees to include persons in health education without MPH degrees.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Onward and upward with greater involvement with the national organizations and the Public Health Service, especially CDC.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- In order to strengthen the field of health education, we need increased participation on the part of professors teaching health education and recruiting students to SOPHE.
- We also need more action on the part of chapters to strengthen SOPHE.
- Finally, we need to maintain a strong national office.

## Noreen M. Clark, PhD

*President 1985*



### Greatest or Most Memorable Moments:

- Significant movement to reduce fragmentation in national and chapter functioning; an effort to create one cohesive organization.
- Clarification of the organizational focus; professional development aimed at the enhancement of public health.
- Exploration of collaboration (even merger) with other health education organizations, specifically the Association for the Advancement of Health Education (AAHE).

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- SOPHE will move from concern about turf to emphasis on collaboration as more disciplines (e.g., medicine, nursing, and psychology) become involved in health education. The focus of the organization will be providing leadership to these new constituencies rather than protecting territory.
- SOPHE will become a multidisciplinary organization attracting a variety of practitioners who are interested in excellence of practice.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Competent practitioners who enter the field at the master's level of preparation.
- Alliances between health educators (and SOPHE) and individuals (and their professional associations) whose basic preparation is not health education but who practice, administer, or fund health education.
- Greater attention to translating into practice findings from research in health behavior and health education. Acknowledging, expanding, and using the evidence base for health education.



## Brian S. Flynn, ScD

*President 1986*

### Greatest or Most Memorable Moments:

This was a period of quiet ferment in SOPHE's history. Serious exploration of possible unification of major health education organizations was undertaken. Though no significant changes emerged from this discussion, I believe that greater mutual understanding and self-knowledge resulted for all parties, laying the foundation for more productive subsequent relationships.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

There is a sturdy and sustained trend toward recognition of the contribution of behavior to health. This trend will increase the role of SOPHE in health policy development in two ways:

1. increasing the importance of health education to the success of these policies; and
  2. propelling health educators into more visible policy-making positions.
- There also will be continuing discussions of chapter-national relationships far into the coming century.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Three important themes that have developed within the profession need continued emphasis in the future:

- Professional identity—Much has been accomplished within our own house to lay the foundation for a strong and effective professional identity. We should continue to work hard in carrying these ideals to the broader health policy arenas by assuming leadership roles on important public health issues.
- Communications—Health educators often work in isolation from their professional peers. We should continue to emphasize use of new media to create better support systems and more efficient access to relevant information.
- Research—There are powerful trends towards accountability and evidence-based practice in most systems with which we work. Much more than in the past, the credibility of our professional practice rests on the evidence that we can offer for program effectiveness. Research and evaluation activities will assume greater importance in the coming years.

## Michael P. Ericksen Sr., ScD

*President 1987*



### Greatest or Most Memorable Moments:

Now that it has been over 10 years since I had the privilege of serving as SOPHE's President, the recollections of accomplishments grow dimmer and dimmer. As I reflect on this, I'm not sure if it's a function of age or not having accomplished a lot during my tenure as president. Assuming it's the former, I would characterize the accomplishments during my year of president as focusing on building the strength of the Society, particularly in terms of membership and chapters, and in relation to the establishment of health education credentialing. Most of my recollections (not all pleasant) relate to making sure that SOPHE Fellows were well represented in the credentialing process, and that credentialing would add value to the health education profession.

My fondest recollection was preparing my Presidential Address, where I had the opportunity to request and review the previous Presidential Addresses of my predecessors. I continue to be impressed with their insight and sage advice.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

With its relocation to Washington, DC, and the hiring of full-time, paid, professional staff, SOPHE will continue to flourish, with increases in its membership, number of chapters and revenue. I believe that the success of the Society will be dependent upon the extent to which it exploits information technologies and provides immediate, direct and tailored assistance to SOPHE Fellows on health education research and practice.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

The emergence of information technologies, with an ever-increasing desire for involvement in personal health, could greatly advance the importance and contribution of health education in the 21<sup>st</sup> century. Whether or not SOPHE plays an integral part in this process will depend upon the extent to which it can facilitate the integration of advances in information technologies, with increasing interest in personal and family health.



## Clarence E. Pearson, MPH

*President 1988*

### Greatest or Most Memorable Moments:

- Assisting in the credentialing process by helping to connect the credentialing leadership with the Professional Examination Service, an APHA-founded testing service on whose Board I served.

- Making office space available for the volunteer staff of the credentialing process at the National Center for Health Education, where I served as President.

- Giving as much moral and other support as possible to our volunteer SOPHE executive director and staff in California.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- Continued growth of membership, funds and more active programs.
- Involvement of top lay leaders and professionals from voluntary health fields as advisory board members to SOPHE or as members.
- Closer working relationships with those professional and nonprofit health organizations having similar missions and programs.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

The most recent estimates suggest that there are over 150,000 professionals in the field of what we call health education. Most of us come from very diverse backgrounds and from such fields as education, public health, psychology, medical care, social work, and nursing. The organizations to which we belong—professional and voluntary—number in the hundreds. There does not now exist any one health education organization that has the number of members, financial resources, or the leadership credibility needed to bring these organizations together into a cohesive group that would command the attention of government, business and philanthropic foundations.

What is needed is an outside entity of impeccable credentials, such as the National Academy of Sciences or some such organization, to begin the process of coordinating the efforts of all of these duplicating and divergent organizations. An outside organization could help all of us to focus our vast accumulated resources on some of the major issues identified so well by the U.S. Department of Health and Human Services in their Year 2010 Health Objectives.

## Paul R. Mico, MPH, CHES

*President 1989*



### Greatest or Most Memorable Moments:

- Strategic Plan for Year 2000
- Unification deliberations on national/chapter membership and SOPHE/AAHE organizational-interorganizational committee
- Continuing education in support of credentialing; SOPHE Midyear Conference on policy, politics and advocacy and “Unconventional Convention” Annual Meeting in New York
- Editorial board for “News & Views” was established

### Predictions for SOPHE into the 21<sup>st</sup> Century:

A possible scenario for Year 2020: 1) U.S. population peaking at about 300 million, characterized as aging, highly mobile, diverse; 2) people are practicing more positive health behaviors, using more alternative medicines and consuming a more vegetarian diet; 3) virtual communication and distance education available to all; “edutainment” evolves from combining education and entertainment through interactive multimedia. SOPHE is likely to continue as a small, elite corps of professionals committed to ongoing shaping of the profession and its practitioners, with continued emphasis on: 1) development of standards of preparation and practice; 2) promotion of the Code of Ethics; 3) continuing education programs in support of credentialing; 4) promoting collegiality among practitioners through conferences and communications; 5) improvements in the profession through promotion of research and meritorious practice; 6) monitoring national health policy issues and triggering state and local actions; 7) convenor and participant in interorganizational collaborative of health education; and 7) raising funds to support the organization.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Implications for the profession—1) Everybody’s a health educator (or so it seems); 2) health education profiles more reflective of our cultural diversity; 3) less emphasis on individual health behavior and more emphasis on organizational work force issues and favorable policy changes at state, regional and national levels; 4) greater uses of edutainment technologies; and 5) continued innovations in practice settings of those who are ready to take advantage of the opportunities afforded.

## Nell Gottlieb, PhD

*President 1990*

### Greatest or Most Memorable Moments:

The most memorable accomplishments during my term were calming members about credentialing and helping to avert a potential chapter/national split. Both of these were very hot issues when I became president. My best memories from the year are going to many chapters across the country and sharing time with so many professionals who were truly committed to the work of health education.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

SOPHE will continue to become stronger and will emerge clearly as the organization that represents the profession of health education. *Health Education and Behavior* will continue as the premier journal of health education. *Health Promotion Practice* will quickly become key to diffusion of innovations in health education practice.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

We need multidisciplinary applied research, an ecological framework for understanding health problems that integrates behavioral and community/social understandings of health; increasing the quality of undergraduate and graduate preparation; and recognition of health education as a unique specialty by employers to strengthen the field of health education.

## Jim Perkins, DrPH

*President 1991*

As we walked out of the airport in Washington, DC, on a crisp, early November day, there was a sense of excitement and new beginnings in the air. The SOPHE Annual Meeting in 1992 began three days after Bill Clinton was elected President, presaging, hopefully, a new day for policies and programs more congruent with promoting the nation's health and new efforts to overcome some of the gross social and economic inequalities that plagued American society.

There was excitement, as well, about the annual gathering of the SOPHE membership. As I was preparing my outgoing Presidential Address, I reflected back on the work of the past year and the expectations for the future. Little did I realize then that the future for SOPHE would far exceed expectations and, for those of us committed to public health education, exceed the accomplishments of the new political administration.

For SOPHE 1991–92 was not a year of dramatic accomplishments or innovations, but it was clearly a time when we were building our base. In my view, the significant work of that year lay in strengthening the Society's foundation. Vigorous efforts continued to strengthen the ties between national SOPHE and the chapters. We also pushed ahead with the incredible work involved in becoming a major provider of continuing education for certified health education specialists (CHES). And, it was a time of leadership development as we brought into our Society a wider range of health education professionals.

As I watch SOPHE today, it is hard to imagine that this is the same organization, and yet the continuity is also strongly evident. It is incredibly gratifying to see how SOPHE has grown, not only in numbers but also in programs, influence, and leadership. Finally being able to free up our budget, move to Washington, DC, and hire an outstanding executive director have all brought to fruition the many years of dedicated work and service of so many SOPHE members and officers.

## Cynthia Jorgensen, DrPH

*President 1992*

### Greatest or Most Memorable Moments:

I remember three things:

- A new version of SOPHE's Code of Ethics;
- Preparing, along with past and following presidents, for the transition for a move to Washington, DC, with a paid executive director;
- Working closer with chapters to make SOPHE more unified.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- SOPHE will have a \$20 million operating budget.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

- Besides a movie or prime time drama, called something like "NYDH Sleuths" or "LA Health Practice"?
- Policy interventions that facilitate and support the hiring, retention, and promotion of health educators in key health promotion positions. This includes reimbursement for services, designation of health educators as key staff, changes in personnel classification, and hiring practices in large institutions.

## James M. Burdine, DrPH

*President 1993*

### Greatest or Most Memorable Moments:

Two of SOPHE's most important decisions that occurred while I was President-elect and President were:

- Budget for and hire an executive director.
- Move the office from San Francisco to Washington, DC

### Predictions for SOPHE into the 21<sup>st</sup> Century:

"Visioning" has never been one of my strengths, but I do believe two trends are widely recognized. First, SOPHE as an organization has never been stronger—similarly the APHA Public Health Education and Health Promotion (PHEHP) Section. That will continue until the broader economy reverses and health care financing becomes even more restrictive than what we experienced during the "managed care" boom/burst. I believe this is still a couple of years ahead of us, however. At that point, we—and that I mean all the "softer" sides of health care (and human services)—will probably see the most severe questioning of our value that many of us have ever experienced. That is the event for which we should be preparing—to defend the value of improving population health over "just treating sick people". That will require both high-level strategic thinking, as well as substantial data upon which to build our case. Fortunately, I also believe that we are rapidly approaching that point. The "disease management" industry, for example (similar to what the "health promotion" industry of the 80's did), has dramatically expanded the information that can be employed in this process. I believe SOPHE can be the vehicle for providing the leadership to negotiate that process.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Effective strategies and good information—both of which are/will be available. We just have to be smart about how we use them.





**William C. Livingood, Jr., PhD,  
CHES**

*President 1994*

Greatest or Most Memorable Moments:

Moving the SOPHE office to the Washington, DC area and hiring a paid executive director who would have a full-time commitment to SOPHE were frequently discussed issues within SOPHE for quite some time. I am very proud to have

played a major role in making it happen while I was president-elect and president, and I am especially pleased to have been instrumental in hiring Elaine Auld as the executive director who has facilitated SOPHE becoming what we envisioned.

Predictions for SOPHE into the 21<sup>st</sup> Century:

Health education, through professional organization, credentialing, and improved accreditation of health education academic programs, will become the pivotal public health profession.

Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

Academic health education must be vastly improved to: provide greater quality assurance, be linked to credentialing, and enhance the research foundations of health education. Health education has outstanding academic programs, but it also has academic programs without clear health education commitment or resources. In addition, health education as a profession must do more to increase funding of applied social and behavioral research to strengthen the scientific foundations of our work.

**Ellen M. Capwell, PhD, CHES**

*President 1995*



Greatest or Most Memorable Moments:

- Establishing the national office in Washington, DC and successfully completing the first full year of operation with a new Executive Director, Elaine Auld.
- Increased membership by 37% to 1863.
- Increased SOPHE's visibility through advocacy, presence on national coalitions, and collaboration with other groups.
- Advancing the health education profession through active participation in initiatives such as Joint Committee for Graduate Standards, Coalition of National Health Education Organizations, SOPHE/AAHE Baccalaureate Program Approval Committee (SABPAC).
- Expanding continuing education/training efforts beyond the annual meeting and midyear scientific conference to include distance learning events and co-sponsored conferences.
- Expanding financial resources through conferences, grants and collaborations.

Predictions for SOPHE into the 21<sup>st</sup> Century:

SOPHE will continue to grow both financially and in membership with introduction of *Health Promotion Practice* and other means. SOPHE will continue to be a key player in support of credentialing through participation on the Competency Update Project, research on the impact of CHES, and promotion of program approval/accreditation initiatives. SOPHE's presence on national forums will gain strength and influence. SOPHE will need to direct more attention to worksites and managed care fields. SOPHE must also keep pace with technology in the areas of distance learning and Internet communications.

Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

We must establish a demand for qualified health educators through multiple avenues. Professional preparation programs need to follow common standards, and the available CHES work force needs to be adequate to respond to demands. Most importantly, strategic advocacy is needed by health education organizations such as SOPHE, to create demand for health educators in work settings. Health educators, as individuals, need to promote the field through example and active partnering with other professionals working toward common goals.



## Randy Schwartz, MSPH

*President 1996*

### Greatest or Most Memorable Moments:

- The current SOPHE strategic plan was initiated. Dozens of SOPHE members worked on numerous components of the plan that would take SOPHE into the next millennium.
- Plans for the first Health Education Advocacy

Summit developed, bringing together multiple health education organizations to advocate for a common political agenda.

- The Department of Labor recognized the "Health Educator" as a part of its Standard Occupational Classification system.
- Randy and Elaine Auld dodged bullets and witnessed a shooting at Planet Hollywood, Indianapolis, in order to put gun control on the front burner of APHA.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

- SOPHE will continue its rise as an integral health promotion advocacy organization, not only in collaboration with our numerous partner organizations but also in its own right.
- SOPHE will be respected and called upon by Congressional staff and federal agencies. SOPHE chapters will increase political effectiveness at the local, state and regional levels.
- SOPHE's position as a preeminent organization concerned with the professional practice of public health education and health promotion will grow enormously.
- SOPHE's journals will be seen as critical to the profession.
- SOPHE will be one of the first public health groups to publish standards on intergalactic health promotion.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

To strengthen health education in the 21<sup>st</sup> century will require a cadre of individuals with leadership and advocacy skills who work in worldwide positions of influence in the public and private sectors. This, combined with robust health education organizations, will contribute to an active, dynamic health education field. In addition, a greater recognition of global, technological and multicultural issues, as well as the expansion of Healthy Cities/Healthy Communities as a global movement, will be critical to the future of the profession.

## John P. Allegrante, PhD

*President 1997*



### Greatest or Most Memorable Moments:

The greatest and most memorable accomplishments of my term included reorganizing a new standing committee for resource development, which raised over \$170,000 in funds to support SOPHE's strategic plan. We also conceived and launched SOPHE's first major individual-giving campaign, which is well on its way to raising \$50,000 in contributions. Finally, I am pleased to have been involved with negotiating the contract to publish *Health Promotion Practice*, and organizing and convening the first Health Education Advocacy Summit in Washington, DC.

### Predictions for SOPHE into the 21<sup>st</sup> Century:

I predict that SOPHE will deepen its commitment to advocacy and political action in the years ahead and will become increasingly involved with global partnerships, which address links between health status and global economic, environmental, and political change. I also predict that SOPHE's membership will begin to reflect the remarkable ethnic and racial diversity that will characterize America's demography in the next century. As a result, we will see more emphasis on multicultural competency in professional preparation and continuing education. Finally, I predict that SOPHE will be recognized internationally as the preeminent professional organization in health education in the United States.

### Strengthening the Field of Health Education into the 21<sup>st</sup> Century:

To help strengthen health education in the next century, we should first encourage and support the election of health education professionals to both state legislative offices and the U.S. Congress. Second, health education needs to develop a Cochrane-like collaborative group of international researchers that can develop, maintain, and promote consensus-based guidelines for the use of an alternative to the randomized, controlled trial as a method of evaluating population-health outcomes. Finally, the field could be strengthened immeasurably by consolidating the numerous existing professional associations into a single professional partnership. I fully anticipate that SOPHE will become that entity.



## SOPHE Presidents

1950–1999

1950–Claire E. Turner, DrPH *	1976–Joe Fred Sills, PhD *
1951–Mayhew Derryberry, PhD *	1977–Helen S. Ross, EdD, CHES
1952–Levitte B. Mendel, MPH *	1978–Sigrid Deeds, DrPH, CHES
1953–Lucy S. Morgan, PhD *	1979–Marcia Pinkett-Heller, MPH
1954–Sol S. Lifson, MPH *	1980–Elizabeth McMahan, EdD
1955–William Griffiths, PhD*	1981–Richard A. Windsor, PhD
1956–Ann W. Haynes, MPH *	1982–Edward J. Roccella, PhD
1957–Howard Ennes, MPH	1983–Lawrence W. Green, DrPH
1958–Beryl J. Roberts, DrPH *	1984–Ruth F. Richards, MPH
1959–Norbert Reinstein, MPH	1985–Noreen M. Clark, PhD
1960–Charlotte Leach, MPH	1986–Brian S. Flynn, ScD
1961–Mary P. Armstrong, MPH	1987–Michael P. Eriksen, ScD
1962–Jeanette J. Simmons, DrSc	1988–Clarence E. Pearson, MPH
1963–Thomas Roberson, MPH *	1989–Paul R. Mico, MPH, CHES
1964–H. J. Weddle, MPH	1990–Nell H. Gottlieb, PhD
1965–Jerome Grossman, PhD	1991–Jim Perkins, DrPH
1966–Ralph Boatman, PhD	1992–Cynthia Jorgensen, DrPH
1967–Betty Bond, PhD	1993–James N. Burdine, DrPH
1968–Theron Butterworth, PhD *	1994–William C. Livingood, Jr., PhD, CHES
1969–William Darity, PhD	1995–Ellen M. Capwell, PhD, CHES
1970–Scott K. Simonds, DrPH	1996–Randy Schwartz, MSPH
1971–Carol D'Onofrio, DrPH	1997–John P. Allegante, PhD
1972–Florence B. Fiori, DrPH	1998–Robert M. Goodman, PhD, MPH, MA
1973–Donald Campbell, PhD	
1974–Beverly Ware, DrPH, CHES	
1975–Helen P. Cleary, DSc, CHES	

\* Deceased

