

**Society for Public Health Education
2004 Annual Meeting**

CALL FOR ABSTRACTS

*The Power and Influence of Health Education:
Promoting Monumental Change*

Submission Deadline: March 17, 2004



November 5-7, 2004

Washington, D.C.

**Society for Public Health Education
750 First St, NE, Suite 910
Washington, DC
www.sophe.org**

SOPHE 2004 ANNUAL MEETING - CALL FOR ABSTRACTS

Submission Deadline: March 17, 2004

You are invited to submit a proposal for a paper, concurrent session, pre- or post-conference workshop, or poster at the SOPHE 2004 Annual Meeting, *"The Power and Influence of Health Education: Promoting Monumental Change"*, which will be held November 5-7, 2004. Meeting in Washington, DC, offers an opportunity to experience the environment in which policy decisions are made with national and international impact. As a result, the theme of "power and influence" was chosen to guide the planning of this conference. This phrase has special meaning to our profession because health education "influences" people and systems to develop and maintain behaviors and cultures that lead to change or promote health. "Promoting monumental change" has two significant meanings: 1) the metaphorical meaning taken from the image of Washington, DC, with its many monuments commemorating influential leaders and important events; and 2) the reflection of many contributions made by public health educators, working across all levels of the ecological model, as they advocate for healthy communities and the elimination of health disparities.

WHO SHOULD SUBMIT ABSTRACTS?

- | | | |
|--|---|---|
| ✓ Health Education & Promotion Specialists | ✓ Health/Social Policy Experts Focusing on Health Promotion | ✓ Health Administrators |
| ✓ Health Education Researchers | ✓ Chronic Disease Directors | ✓ Informatics/Distance Learning Specialists |
| ✓ Health Promotion & Education Faculty | ✓ Infectious Disease Directors | ✓ Lay Health Advisors |
| ✓ Health & Patient Educators | ✓ Staff of community organizations involved with health education/ promotion with diverse communities | ✓ Nurses |
| ✓ Health Education/Promotion Students | ✓ Coalition Representatives | ✓ Pharmacists |
| ✓ Behavioral/Social Scientists | | ✓ Dietitians |
| | | ✓ Social Workers |
| | | ✓ Epidemiologists |

ABSTRACT SUB-THEME AREAS

While five sub-themes for abstracts have been identified, all submissions should build upon the overarching conference title and should consider SOPHE's ongoing commitment to eliminate health disparities. The 2002 Institute of Medicine report, *"Who Will Keep the Public Healthy?"* identified a number of new content areas (i.e., cultural competence, public health ethics, policy and law, genomics, informatics, community-based participatory research, communication, and global health) and called for all public health professionals to be competent in applying an ecological model of health. We encourage those submitting abstracts to consider these content areas within the context of the following abstract sub-theme areas.

1. Power of Advocacy to Promote Change: Advocacy provides health educators with the opportunity to support and defend those populations that are most vulnerable to health problems and that are in greatest need of health promotion activities. This sub-theme recognizes that there is disparity among certain groups due to a variety of factors. Abstracts are encouraged that address media advocacy, lobbying, grassroots activities, community organizing, legislative advocacy, the role of advocacy in eliminating health disparities, and policy initiatives.

2. Influence of Research and Practice: There is an integral relationship between research and practice. Effectiveness of health education interventions is contingent on practitioners' developing and implementing evidence-based activities. Abstracts should highlight effectiveness of theoretically based interventions; community-based participatory research; theories that integrate research and practice; behavioral research; and clinical trials participation among minorities and the medically underserved. Also encouraged are abstracts on research or programs addressing the relationship between culture and diversity; ethnicity and health; ethics in research; innovative approaches to conducting research with difficult-to-reach populations; linking researchers with communities; and translating research to practice.

3. Influence of Social Determinants and Social Justice: There are many social determinants of health, and public health educators must promote health in the context of social justice. Submissions are encouraged that address strategies to eliminate health disparities that occur because of gender, race, religion, age, ethnicity, education, income, disability, geographic location, or sexual orientation. Abstracts also are encouraged that address efforts to affect structural change, programs that address inequalities and that promote equality, and innovative approaches to achieve social justice.

4. Power to Protect the Public's Health: Health educators play a critical role in public health protection. Abstract submissions should address: emergency preparedness, bio-terrorism, biohazards, homeland security, risk communication, protecting the health of Americans, health education's role in the power to protect the public, health education and preparedness, protecting and promoting environmental health, occupational safety, food safety, infectious diseases, and immunization.

5. The Influence of Marketing: Marketing is influential in shaping consumer's knowledge, attitudes, and behavior. Health educators increasingly use marketing principles in developing health promotion interventions. Abstracts are encouraged that address health communication, marketing of health and health messages, roles in eliminating health disparities, social marketing, best practices of marketing, social norm approach, public service messages, and other marketing approaches to promote health.

SOPHE 2004 Annual Meeting

The Power and Influence of Health Education: Promoting Monumental Change

CALL FOR ABSTRACTS

Submission Deadline: March 17, 2004

*Directions: Please complete ALL sections. **Incomplete or incorrect submissions will NOT be considered.** Complete one submission form for each proposed presentation. For your convenience, this form can be downloaded at www.esu.edu/mp/sophe or at www.sophe.org. When attaching a file to the email for submissions, use the following format based on the number of submissions: (First Initial, Last Name, Number of submission; e.g. tsmith1; if multiple submissions - e.g. tsmith2, tsmith3 etc.)*

Abstract Type: (CHECK ONE)

- Research** (Includes background, theoretical framework, hypothesis, methods, results, conclusion and implications for practice)
- Practice** (Includes background, theoretical basis, objectives, interventions, and evaluation measures)
- Professional Preparation** (Includes educational programs in professional preparation)

Title:

Sub-Theme:

- Influence of Social Determinants and Social Justice
- Power of Advocacy to Promote Change
- Influence of Research and Practice
- Power to Protect the Public's Health
- The Influence of Marketing

Setting:

- Community
- Health Care
- Worksite
- School (K-12)
- University/Campus
- International
- Other:

Type:

- Single-Presenter Session:** This type of presentation is 12-15 minutes long. Single-presenter proposals on a related subject are combined into 65-90 minute concurrent sessions. Your proposal must include Title, 1-2 learning objectives, 250-word abstract, and a biosketch of all authors.
- Multiple-Presenter Session:** The total length of this session will be 65-90 minutes and may include up to 4 individual presentations around a common subject. Submit a complete abstract form for each presentation, including all objectives, abstract, AV needs, and presenter biosketch. Session chairperson should complete the information below.
- Proposed Overall Session Title:** _____
- Session Chairperson:** _____
- Number of Individual Talks to be included in this Session:** _____
- Names of Presenters:** _____
- Pre- or Post-Conference Workshop:** By design, this proposal should emphasize skills development and incorporate interactive, hands-on learning. The total length of a workshop is 3-4 hours; the Planning Committee will determine assignment as a pre- or post-conference workshop. Workshop proposals must include: Title, up to 4 learning objectives, health education competencies to be addressed, method of presentation, 250-word abstract, and a biosketch for each presenter.
- Poster Session:** Poster sessions allow participants to view research/project findings at will and interact with poster session authors. Posters will be displayed throughout the conference, with a designated time for authors to be present and to provide handouts (50 copies). Proposals must include Title, 1-2 learning objectives, 250-word abstract, and biosketch of author(s).

STUDENT NOTICE: SOPHE especially encourages student abstract submissions. All students interested in being considered for an **oral presentation** must submit an abstract no later than **March 17, 2004**. If accepted, students will be assigned to an oral presentation – or to a poster session, as determined by the Planning Committee. All students interested in being considered for a **poster session only** must submit an abstract no later than **May 26, 2004**. Student submissions will be peer-reviewed using the same criteria as all other submissions. See additional information on the following pages.

PRESENTING AUTHOR (Designated point of contact for notification of abstract status):

First: _____ **Last:** _____

Degrees/Certifications: _____ **CHES#:** _____

Job Title/Student Status: _____

Division/Department/University: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone (Day): _____ **Telephone (Evening):** _____

Fax: _____ **Email:** _____

BRIEF SPEAKER QUALIFICATIONS RELATED TO THIS TOPIC

Education, training, work experience, publications, past presentations, research, and memberships in relevant professional organizations. **Attach brief bio or CV.** Students describe relevant internship or professional preparation experience/coursework.

IMPORTANT: Attach a biosketch for EACH author (including presenter and co-authors), AND on a separate page list additional authors other than presenting author (including name, institution, address, telephone, fax and email).

METHOD(S)

- | | |
|---|---|
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Panel |
| <input type="checkbox"/> Lecture/Discussion | <input type="checkbox"/> Debate/Dialogue |
| <input type="checkbox"/> Small group activity | <input type="checkbox"/> Participatory Learning |

A-V NEEDS

Please note that due to high AV costs, an overhead projector, and screen will be standard equipment in each room. Additional equipment listed below will be charged to the presenter. Presenters using PowerPoint must supply their own laptop projector.

- | | |
|--|--|
| <input type="checkbox"/> VCR/monitor | <input type="checkbox"/> LCD Panel Projector |
| <input type="checkbox"/> Slide Projector | <input type="checkbox"/> Other |
| <input type="checkbox"/> Flip Chart | |

OBJECTIVES

By the end of this presentation, attendees will be able to (e.g., discuss, identify, list, summarize, evaluate):

- 1.
- 2.
- 3.
- 4.

ABSTRACT

Your abstract is limited to 250 words and **MUST** follow the guidelines provided.

- Accepted abstracts will be assigned to a workshop, concurrent OR poster session. If your abstract is selected, you must agree to the program format assigned by the Planning Committee.
- All submitted abstracts will be peer-reviewed. **If accepted, you (or a substitute presenter) must commit to presenting at the meeting.**
- **All presenters are expected to register for the conference and assume responsibility for their own registration and transportation.**
- **All presenters are expected to bring 75 handouts for participants and use clear audiovisuals to support their learning objectives.**
- **If an accepted abstract author fails to show or notify the SOPHE office of a substitute, he/she may be prevented from submitting an abstract to a SOPHE conference for up to two years.**
- **STUDENTS** interested in being considered for an **oral presentation** must submit an abstract no later than **March 17, 2004**. All students interested in being considered for a **poster session only** must submit an abstract no later than **May 26, 2004**.

ABSTRACT SUBMISSION - 3 WAYS

SUBMIT YOUR ABSTRACT BY EMAIL TO: sophedc@po-box.esu.edu

OR Email/Mail your submission— along with a PC disk copy. (Students – see special submission information below.) The following format and attachments will be accepted (WORD Document) to:

Lynn Woodhouse, Ed.D, Coordinator of the MPH Program, Professor
Department of Health, East Stroudsburg University
DeNike Hall, 200 Prospect St., East Stroudsburg, PA 18301

Email: sophedc@po-box.esu.edu Phone: (570) 422-3560; Fax: (570) 422-3848

When attaching a file to the email for submissions use the following format based on the number of submissions . (First Initial, Last Name, Number of submission; e.g. tsmith1; if multiple submissions - e.g. tsmith2, tsmith3 etc.)

CHECKLIST FOR PREPARING ABSTRACTS

A. Electronic Submissions

- ✓ Submissions may be sent to sophedc@po-box.esu.edu by **March 17, 2004 (8:00 pm ET)**
- ✓ You may also download the abstract form from the SOPHE website (www.sophe.org) or www.esu.edu/mph/sophe and email your proposal, including: Abstract type (research or practice); session theme area; setting; presentation title; contact information for the corresponding author; name, title, address, phone number, fax number, and email address for EACH author (suitable for publication in the final program); brief (maximum one page) description of qualifications of each author (e.g., education, CHES, training, work experience, publications, previous presentations, research). **Information must be submitted in WORD.**
- ✓ Type of session requested (e.g., single presenter, multiple presenter, pre- or post-conference workshop, poster).
- ✓ Single-spaced abstract of no more than 250 words. Include purpose, significance, methods, results or outcomes, and conclusions or implications as headings. Do not begin each heading on a separate line.
- ✓ All electronic proposals should be emailed to sophedc@po-box.esu.edu by **March 17, 2004 (8:00 pm ET)**; see exception for student poster submissions. Note: You will receive an email confirmation that your abstract has been received within 24 hours of submission.

B. Regular Mail Submission (Typed)

- ✓ One (1) separate sheet of paper with abstract type (research or practice); session theme area; name, title, address, phone number, fax number, email address of EACH author; qualifications of EACH author (e.g., education, CHES, training, work experience, publications, previous presentations, research).
- ✓ Type of session requested (e.g., single-presenter, multiple presenter, pre- or post-conference workshop, poster).
- ✓ Five (5) copies of a one-page, single-spaced abstract with no more than 250 words WITHOUT author's name.
- ✓ Prepare your single-spaced abstract of no more than 250 words on a separate sheet of paper. Use clean, clear, black type from a typewriter, letter-quality or laser printer. Do not put a box around your text. Include purpose, significance, methods, results or outcomes, and conclusions or implications as headings. Do not begin each heading on a separate line.
- ✓ **Mail proposal and PC Disk so it is received on or before March 17, 2004 (8:00 pm ET) to Dr. Lynn Woodhouse (see above).** Note: You will receive an email confirmation or fax that your abstract has been received.

STUDENT SUBMISSIONS

- ✓ All students interested in being considered for an **oral presentation** must submit an abstract following the above directions (electronic or mail) to Dr. Lynn Woodhouse **no later than March 17, 2004, 8:00 pm (ET)**.
- ✓ All students interested in being considered for a **POSTER SESSION ONLY** must submit an abstract following the stated directions (electronic or mail) to Dr. Lynn Woodhouse **on or before May 26, 2004, 8:00 pm (ET)**.
- ✓ **All student poster submissions AFTER MARCH 17, 2004, should be emailed or mailed to the following address:**
Lynn Woodhouse, Ed.D, Coordinator of the MPH Program, Professor
Department of Health, East Stroudsburg University
DeNike Hall, 200 Prospect St., East Stroudsburg, PA 18301
Questions? (570) 422-3560; Email: sopheinfo@po-box.esu.edu

NOTIFICATION AND COMMUNICATION

You will be notified by email or fax when your proposal has been received, regardless of submission method. All communication concerning multiple-presenter proposal submissions will be directed to the session Chair, who will be responsible for sharing information with other presenters. Applicants will be notified by regular mail or email whether their proposal was accepted or declined by **May 28, 2004**. **Note: Students submitting poster session abstracts will be notified by July 2, 2004.** All presenters will receive a formal letter of acceptance from the SOPHE office, along with information about conference registration.

CRITERIA FOR JUDGING ALL PROGRAM ABSTRACT SUBMISSIONS

1. **Relationship to conference theme:** Does the abstract relate to the theme or sub-themes?
2. **Sound conceptual framework:** Does the abstract indicate the development and implementation of a theory-based intervention or research project?
3. **Methodology:** Are objectives clearly stated? Are findings included and do they correspond to the objectives?
4. **Usefulness:** Can the research, program or plan be applied elsewhere? Is it useful to practicing health educators, researchers, and/or academicians?
5. **Innovation:** Does the abstract represent research, a program or a project that is unique, new, different, or creative?
6. **Clarity of content:** Does the abstract clearly outline what the presentation is about, such as project type, target audience, setting?
7. **Format:** Does abstract reference objectives, methods or interventions, results or major findings, implications? Does abstract meet typing and space criteria?
8. **Overall reaction:** Considering the above criteria, what is your overall reaction?

Society for Public Health Education
750 First Street NE, Ste. 910
Washington, DC 20002

U.S. Postage Paid
First Class
Washington, DC
Permit No. 0859

Time Sensitive Material - Open At Once!

MARK YOUR CALENDAR NOW AND JOIN SOPHE, November 5-7,2004, in the nation's capital, Washington, D.C. Come explore the U.S. Capitol, White House, Washington Monument, Lincoln Memorial, Jefferson Memorial, Museums, Kennedy Center, Art Galleries, National Zoo, and More!