



**American Association for Health
Education (AAHE)
2010**

Mal Goldsmith, Executive Director




Making a Difference in Your Life...



American
Association for
Health Education





American Association for Health Education - Vision

- Envisioning health education as a dynamic collaborative process directed at protecting, improving and promoting the health of all people.
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AAHE Mission

The mission of the American Association for Health Education (AAHE) is to advance the profession by serving health educators and others who strive to promote the health of all people through education and other systematic strategies.







Within the American Alliance for Health, Physical Education, Recreation and Dance, AAHE provides -

- Strength of leadership for health education
 - Collaboration with District and State AAHPERD organizations
 - Encouragement to District and State AAHPERDs to strengthen their health education services, advocacy and leadership
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2011 San Diego Convention Highlights

- AAHE General Session
 - AAHE Scholar Presentation by David Lohrmann
 - Election of Officers at Assembly of Members
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Enjoy Collegial Interaction at Convention:

- AAHE Open Social
 - AAHE Awards Luncheon
 - Special Interest Group Networking Luncheon
 - Minority Involvement Forum
 - Meet the Leaders Session for Students
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Research Coordinating Board Student Poster Session

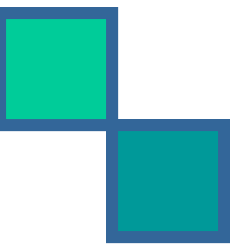
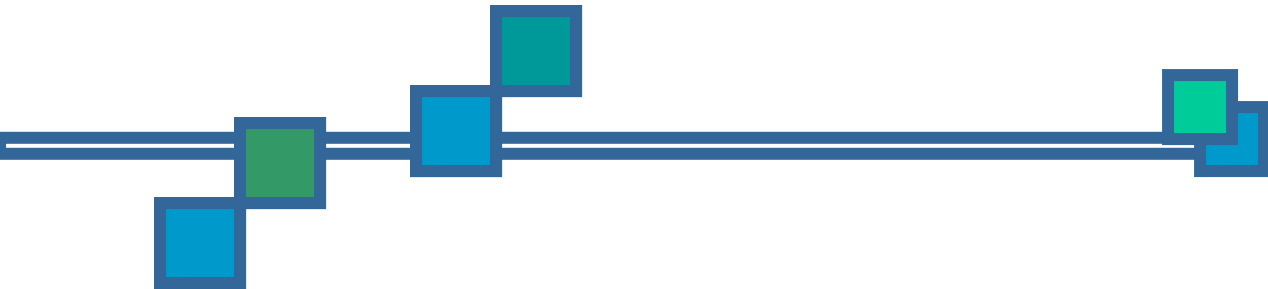


- Devoted to student research
 - Poster presentations are developed and showcased by students
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2011 Convention will be in San Diego, CA March 29-April 2

- Propose a program, Research paper, or Poster by June 15, 2010
 - Go to www.aahperd.org/convention
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Advocacy







AAHE Advocacy Goals

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- Enhancing health education through the reauthorization of the Elementary and Secondary Education Act
 - Promoting third party reimbursement for health education services
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AAHE Legislative Tools

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- AAHE Position Statements on-line
 - Legislative Action Center on AAHE/AAHPERD website
 - HEAL grass roots advocacy response network
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The Legislative Action Center Features Easy Access to:



Elected Officials



Issues & Legislation




Guide to the Media






Media Guide On the Legislative Action Center Will Help You Create Your Own Media Contact List with:

- **ZIP Code Search**
Enter your ZIP code to find local and national results for newspapers, TV and radio stations
 - **Individual Search for Editors, Reporters & Producers**
 - **Search by Organizations**
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Join Our E-Campaign –the “Health Education Action Link”

- HEAL mobilizes health educators to contact legislators when important bills or concerns are considered by Congress.
 - If you are interested in joining HEAL contact aahe@aahperd.org
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AAHE Position Statements and Resolutions



AAHE positions statements and resolutions are posted at

www.aaheinfo.org

Under – “Issues and Action”





Professional Development Activities






Health Education and Promotion Network (HEP Network) An On-line Learning Resource

- www.HEPNetwork.org
 - Offers graduate and undergraduate courses
 - Three partner universities
 - Go to the website or contact aahe@aaahperd.org for details
- 



HEPNetwork Course Titles – Please Help Us Spread the Word!

- Foundations of Health Education
 - Health Behavior
 - Health Education Curriculum and Instruction
 - Health Education in the Elementary Schools
 - Applied Epidemiology
 - Drug Education and Prevention
 - Research Methods in Health Education
 - And more
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CHES Category I Credits

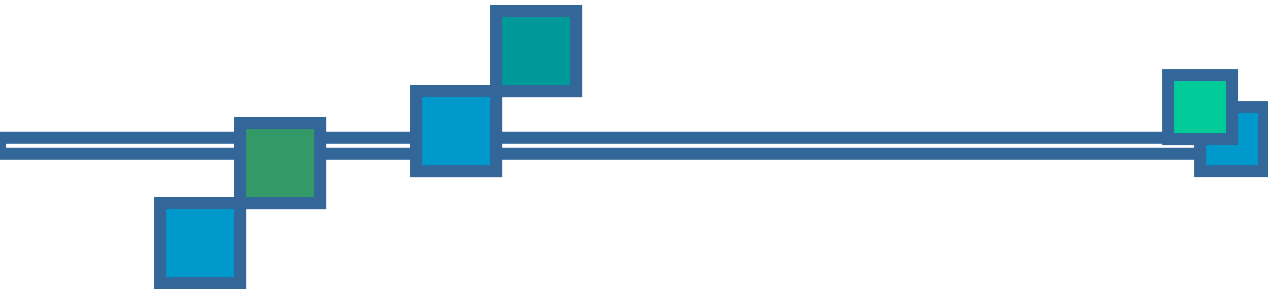
AAHE is a multiple event provider of credits
for Certified Health Education Specialists





How To Get CHES Credits

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- Through both AAHE Journals
 - At the AAHE/AAHPERD convention
 - Through Books and on-line sources
 - AAHE Webinars
 - Attending meetings jointly sponsored with other organizations
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Student Activities






The AAHE Student Website- NEW!

- Website designed to provide students a way to meet future and current health educators.
 - Receive guidance and mentoring from health education faculty and practitioners online
 - Meet health education undergraduate and graduate students
 - Offers a message forum for students to meet others with similar interest. www.AAHE4ME.org
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AAHE Board of Directors Student Representative

- Student is a health education/promotion major who is a member of AAHE
 - In office for 2 year terms
 - Full voting member
 - Position rotates between undergraduate and graduate student
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Internships

- Meet the needs of students and their institutions
 - Explore and clarify career and educational goals
 - Acquire practical skills
 - Develop networking and employment prospects
 - Gain work experience in aspects of health education
 - Receive supervision under a certified health education specialist
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AAHE Case Study Competition

- Student teams of 3 demonstrate ability to solve problems
 - Apply the CHES responsibilities
 - Communicate a health message
 - Takes place during the AAHE annual convention
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Convention Programs for Students

- Meet the Leaders
 - Eta Sigma Gamma Program
 - Case Study Competition
 - Health Education Majors of the Year Awards
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AAHPERD Bi-annual Undergraduate Student Leadership Conference

- Provides AAHPERD student members with leadership experience
 - AAHE provides financial assistance for 2 students that attend
 - Activities prepare students for leadership opportunities
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Scholarships and Awards



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- Log on to the www.HEawards.org to find information and downloadable applications for AAHE:
 - Scholarships
 - Fellowship
 - Awards




AAHE Scholarships

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- Bill Kane Scholarship – Undergraduate Level -- \$1,000
 - Barbara A. Cooley Scholarship – Masters Level -- \$1,000
 - Marion B. Pollock Fellowship – Masters Level -- \$3,000
 - Delbert Oberteuffer Scholarship – Doctoral Level -- \$1,500
 - Will Rogers Fellowship -- Doctoral Level -- \$12,000
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AAHE Awards



- Professional Service to Health Education Award
 - Distinguished Service to Health Education Award
 - Horizon Award
 - AAHE Scholar Award
 - Outstanding Undergraduate Health Education Majors of the Year
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Health Education Professional of the Year School K-12 Award





Blue Apple Award

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- Annual recognition of up to 12 schools that serve as models for outstanding school health education programming
 - Additional information www.blueappleawards.org
 - Sponsored by HealthTeacher
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Leadership Associates Program (LAP)

- Designed to identify potential leaders in health education
 - 18 month program
 - Receive leadership training
 - Understand the structure of AAHE
 - Develop professional relationship with mentors of AAHE
 - Observe governance by attending board meetings
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Periodicals and Publications






American Journal of Health Education

- Bi-Monthly
 - Available to members and subscribers
 - On-line at Ingenta Connect and in Print
 - Peer Reviewed Publication
 - Summit articles at www.journalsubmit.com
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International Electronic Journal of Health Education

www.iejhe.org

- AAHE on-line international journal
 - Peer Reviewed – Open (Free) Journal
 - Articles accepted in English, Chinese and Spanish
 - Complete up to 6 CHES Category I CEUs hours per year on-line
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Other AAHE Periodicals

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- **AAHE InfoSource**
 - Twice Monthly e-newsletter emailed to all AAHE members





AAHE Publications

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- To receive a copy of our catalog or to order publications call:



800-321-0789

or visit our Online Store:

www.aahperd.org




New AAHE Publications

- 
- Philosophical Foundations of Health Education
 - AAHE/NCATE Program Accreditation Guidelines
 - 100 Questions & Answers about Eating Disorders
 - Research and Evaluation for Professional Development
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AAHE & Jossey-Bass Present:

- Cultural Competence in Health Education and Health Promotion
 - Philosophical Foundations of Health Education
 - Order from: On Line Store at
www.aahperd.org or 800-321-0789
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AAHE/NCATE Standards



New Health Education Teacher Education
Standards were accepted by NCATE in
2009

Contact aahe@aahperd.org for more
information




The Standards of Excellence







AAHE/NCATE Institutions of Higher Education Workshop

- **College/University Preparation Workshop**
AAHE/AAHPERD 2011 National Convention
Wednesday, March 30, 8am -5pm
 - You may register for the workshop online at www.aahperd.org/Convention
 - Registration includes a copy of the Guidelines as well as a CD-ROM.
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AAHE/HEDIR Technology Award

- Annual award recognizing the use of technology in health education and promotion
 - Presented at AAHE convention Awards Luncheon
 - Presentation by Award winner
 - Nominations at www.HEAwards.org and www.HEDIR.org
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Current AAHE Initiatives/Projects:

- 2010 School Health Topics Webinar Series
 - 2010 Health Educators Job Analysis Project
 - HECAT Trainings at District and National conferences
 - Marketing the Profession Project
 - National Accreditation Task Force
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AAHE, Directors of Health Promotion and Education and Connecticut AHPERD

- Partnering on 4 School Health Topic Webinars during 2010
 - Offered for CHES credit through AAHE
 - Offered for Teacher professional development credit through Connecticut AHPERD
 - Participants may register for the archived programs anytime – go to www.aaheinfo.org
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Marketing the Profession Project has been completed

- The purpose of this study was to assist in the development of messages to promote and advance the profession
 - The Executive Summary and report was published in July 2007 and is available on the AAHE website
- Partners holding joint copyright on the Marketing the Profession project outcomes/products are AAHE, CNHEO, NCHEC, SOPHE, ACHA, and ESG
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AAHE/SOPHE TASK FORCE ON ACCREDITATION OF UNIVERSITY PROGRAMS

- Charge: To develop a detailed plan for a coordinated accreditation system for undergraduate and graduate programs in health education, which was accepted by both the AAHE and SOPHE Boards of Directors/Trustees

- www.healthedaccred.org





2010 Health Educator Job Analysis Project

- AAHE, NCHEC and SOPHE funding
 - 2008-2010 timeframe
 - Professional Examination Services (PES) conducting the research
 - Results will inform the revision of the CHES and MCHES examinations and professional preparation programs in 2010 and beyond
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Membership in AAHE

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- \$50 for Students – both undergraduate and graduate
 - \$135 for Professionals
 - Special Offer – two years of professional membership for graduating university seniors at \$135
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Contact 800-213-7193 Ext. 490



We invite you to be active in AAHE

- Visit us on-line at www.aaheinfo.org
 - Nominate colleagues for awards and leadership roles
 - Sign up for the Advocacy HEAL network
 - Write an article for our journals or newsletter
 - Convention Program Proposals for 2012 – Boston – due June 15, 2011 – visit the website in early 2011
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Make a Difference in Your Life and the Life of Others

Become involved with your professional society and reap the many benefits:

- Collegial friendships and networking
 - Outlet for your professional activities in research and program development
 - Professional development and updating opportunities
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For More Information

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