AMERICAN JOURNAL OF HEALTH EDUCATION

1900 Association Drive, Reston, VA 20191-1599
(703) 476-3437 ♦ (800) 213-7193 ♦ FAX (703) 476-6638
aahe@aahperd.org ♦ www.aaheinfo.org ♦

Partners-in-Health: A New Front Line for Disease Prevention and Health Promotion in the Community

The Partners-in-Health network includes 40 independent businesses, social service agencies, and private physicians from an inner-city neighborhood in Houston, Texas, with a high prevalence of syphilis and other sexually transmitted diseases. Since 1998 the partners have learned about syphilis control and prevention in their neighborhood; distributed a variety of health education materials, including more than 200,000 male condoms, 5,000 flyers, and 5,000 grocery bags; and displayed other health education materials printed with syphilis prevention messages in their stores, offices, or places of work. The partners represent a new front line for health promotion, extending education and prevention resources into the daily lives of community residents.

Nonadherence to HIV Treatment: Implications for Health Educators

Combination antiretroviral therapies can improve the immune system and decrease mortality among individuals infected with HIV. Treatment advances over the past few years have raised a number of issues for those living with HIV, including adhering to difficult medication regimens. The promises of new treatments will not be realized if individuals do not adhere strictly to medications. It is vital that health educators keep pace with developments in the AIDS field and be aware of the realities of medical treatments for HIV disease. This article describes steps to help health educators identify and assess the problem of nonadherence to HIV treatment. It is critical that health educators have a good understanding of factors that influence the ability of infected individuals to be adherent. Guidelines for developing successful adherence-promoting programs are offered.

Factors to Consider When Designing Community Pramwalking Programs

New modes of exercise need to be developed to encourage more mothers to engage in regular exercise following the birth of a child. This study contains results of a survey of mothers' (n=37) exercise behaviors and attitudes toward pramwalking. Community health practitioners wishing to optimize program design and encourage participation could consider enjoyment, fitness, and child care factors.

Increasing Response Rates to Mail Questionnaires: A Review of Inducement Strategies

Health education researchers frequently use mail questionnaires to collect data. One major limitation to mail survey research is nonresponse bias. When the nonresponse rate is high, external validity is compromised. A number of studies have examined the effect of inducement strategies on response rate. Such studies have resulted in much discrepancy and uncertainty as to the strategies that consistently increase response rate. This article provides survey researchers with effective inducement strategies based on a comprehensive review of the professional literature. Five areas of consideration regarding mail survey research are examined: (1) envelopes and postage, (2) cover letter, (3) incentives, (4) questionnaire characteristics, and (5)

1900 Association Drive, Reston, VA 20191-1599
(703) 476-3437 ♦ (800) 213-7193 ♦ FAX (703) 476-6638
aahe@aahperd.org ♦ www.aaheinfo.org ♦

1900 Association Drive, Reston, VA 20191-1599
(703) 476-3437 ♦ (800) 213-7193 ♦ FAX (703) 476-6638
aahe@aahperd.org ♦ www.aaheinfo.org ♦

participant contact. The use of this information should strengthen mail survey research and minimize nonresponse bias.

1900 Association Drive, Reston, VA 20191-1599
(703) 476-3437 ♦ (800) 213-7193 ♦ FAX (703) 476-6638
aahe@aahperd.org ♦ www.aaheinfo.org ♦

Job Satisfaction in Health Education and the Value Added of Credentialing

A systematic sample of 504 health educators was chosen to measure job satisfaction in the profession and to investigate whether individual credentialing has affected overall job satisfaction, satisfaction with work, pay, opportunity for promotion, co-workers, and supervision for health educators. Data collected via a mailed instrument (53% response rate) included a demographic and education section; questions regarding employment history; Smith's Job Descriptive Index; and the Job in General Index (JIG) scales. Data analyses showed overall job satisfaction as measured by the JIG. The data indicated satisfaction with co-workers, work, supervision, and pay. However, the sample was dissatisfied with promotion opportunities. There were no differences in overall job satisfaction, satisfaction with pay, work, co-workers, and supervision, between those with Certified Health Education Specialist (CHES) credential and those without CHES. There was a significant difference (p=. 01) in satisfaction with opportunity for promotion; those with the CHES credential were dissatisfied.

Most Cited Health Education Journal Articles, 1990-1997

This study identified the most frequently cited health education journal articles for 1990-1997. The most cited articles in the American Journal of Health Behavior, Health Education & Behavior, Health Education Research, *and the* Journal of School Health *were identified using databases available from the Institute for Scientific Information. HIV/AIDS and substance abuse were the most commonly cited topics.* Health Education & Behavior *published 11 of the top 20 most cited articles. The most cited articles dealt with recalcitrant health problems and were written by authors who were most often from schools of public health.*

Application of the Transtheoretical Model to Exercise Behavior among Nontraditional College Students

This study examined the applicability of the transtheoretical model (TTM) to understanding exercise behavior among a sample of nontraditional college students at a southwestern university. A cross-sectional descriptive study was conducted. The independent variable was stage of exercise behavior change. The dependent variables analyzed were exercise efficacy expectations, decisional balance (i.e., pros and cons), and the processes of change. Six hundred and eighty students (mean age = 27.45 Å 8.2 years, 62.0% female, 85.9% Caucasian) representing various disciplines on campus (e.g., education, engineering) completed valid and reliable questionnaire packets during regularly scheduled classes. Fifty-nine percent of the sample were sedentary or exercised irregularly (precontemplation [PC], contemplation, or preparation stages), whereas 17% were in the action stage (A, regularly active <6 months) and 23% were in the maintenance stage (M, regularly active Æ 6 months). Results revealed that all of the TTM constructs differed significantly across exercise stages. Students in PC scored the lowest and those in M scored the highest on efficacy expectations and pros, with the pattern reversed on cons. Use of processes of change generally increased steadily from PC to A and then

1900 Association Drive, Reston, VA 20191-1599
(703) 476-3437 ♦ (800) 213-7193 ♦ FAX (703) 476-6638
aahe@aahperd.org ♦ www.aaheinfo.org ♦

leveled off. Results support the use of the entire TTM in examining exercise behavior among nontraditional college students.