

## AMERICAN JOURNAL OF HEALTH EDUCATION

### Student Perceptions of Alcohol Promotion on Campus

John D. Clapp, Audrey M. Shillington, and Lisa Heidt

*The reduction or elimination of alcohol promotions and sponsorship on college campuses recently has been promoted as an important alcohol prevention strategy. However, there has been relatively little research exploring this area. The present study therefore examines student perceptions of alcohol promotion at a large university in the southwestern United States. Using survey data, this study found that students differed in their perceptions of alcohol promotion based on their drinking patterns. Implications of these findings and suggestions for future research are discussed.*

### Service-Learning: Historical Roots, Present Forms, and Educational Potential for Training Health Educators

Thomas Tai-Seale

*Service-learning is a relatively new pedagogical technique with tremendous potential to improve both instruction in health education and health in a community. Several often-used definitions and descriptions of service-learning, however, greatly underrepresent the usefulness of this method for health educators. This article is intended as an introduction to service-learning for those who teach health or the methods of health promotion. It shows that there are two major types of service-learning and that one is especially appropriate for training health educators. It also gives examples of how the method may be used for a wide variety of academic objectives often pursued in training health educators.*

### Health Education Research: Evolution or Revolution (Or Maybe Both)?

Robert J. McDermott

*The health education profession can point to numerous achievements that demonstrate its progress, evolution, and coming of age, especially over the past two decades. Despite these accomplishments, an ongoing area of deficit for health educators is in defining, developing, conducting, and disseminating quality research. This article argues that health education must expand its research horizons; engage in more interdisciplinary research; embrace the work of other social, behavioral, and educational scientists; and rise above the current of health-centeredness that permeates much of the profession. A series of health education researcher "sins" is presented, and guidance for revolutionizing and advancing the profession in the early years of the 21st century through research is provided.*

### A Survey of Epidemiology and Biostatistical Offerings in Health Education Professional Preparation

## AMERICAN JOURNAL OF HEALTH EDUCATION

### Programs

Jacquie L. Rainey and Gary A. Lewers

*This reports on a survey of all current university and college health education degree granting programs to obtain information relevant to the current status of professional training in epidemiology and biostatistics for health education students. A questionnaire was mailed to all schools listed in an available national directory of programs. Descriptive statistics were used to analyze the responses of 96 participants (response rate of 51%). The findings indicate that programs are offering training in epidemiology and biostatistics. The study provides additional information concerning the perceived importance of epidemiological topics to the faculty at the participating schools.*

### The Influence of Goal Setting on Exercise Adherence

Lawrence E. Cobb, William J. Stone, Lori J. Anonsen, and Diane A. Klein

*This study assessed the influence of fitness- and health-related goal setting on exercise adherence. Students (N=104) in a community college fitness program were randomly assigned, after stratification by letter grade versus credit only and self-motivation score, to one of three groups: goal setting (GS), reading (R), or control (C). Every other week, the GS group received written goal setting information and strategies, whereas the R group chose fitness-related and health-related articles to read. The C group received no communication during the 16-week intervention. At the conclusion of the study, analysis of variance results indicated no significant differences among the three groups in exercise adherence. Subjects enrolled for letter grade, however, had a significantly greater number of fitness center visits and total hours of activity than those enrolled for credit only ( $p < .05$ ). Chi-square analysis also confirmed that self-motivation was a significant factor ( $p < .05$ ) in greater exercise adherence. It was concluded that written goal setting strategies, without personal contact, were not effective in improving exercise adherence, whereas letter grade enrollment and self-motivation were significant factors influencing greater exercise adherence.*

### An Assessment of Health Education Competencies Addressed in Health Education Professional Literature

Jeffrey K. Clark, Roberta J. Ogletree, Brenda Chamness, Dixie Atkinson, and James F. McKenzie

*This study investigated how the seven responsibilities of the health education profession, outlined from the 1978-1988 Role Delineation Project, along with their accompanying competencies, have been addressed in the professional literature. An evaluation instrument was designed to facilitate the identification of the responsibilities and competencies in the professional literature.*

## AMERICAN JOURNAL OF HEALTH EDUCATION

*The researchers piloted the instrument to test for validity and inter- and intrarater reliability ( $P_i = .88-1.0$ ; intrarater =  $0.88-1.0$ ), and a sample was selected. Articles were selected from five peer-reviewed 1997-1998 health educational professional journals ( $n = 841$ ). Included in the analysis were research articles, nonresearch articles, articles in brief, Community Learning Ideas and Procedures, and teaching techniques from each of the five journals. Excluded from the study were annotations, editorials, items in brief, and personal commentaries. A random sample of articles ( $n = 131$ ), stratified by journal, was divided equally among the five researchers to read and evaluate. Results of the analysis indicate that the competencies are not addressed uniformly in the five professional journals. Responsibilities I (assessing needs) and IV (evaluating programs) were the most frequently addressed in the literature; Responsibility V (coordinating services) was addressed least frequently. These findings suggest that editorial boards of professional journals should clarify the roles of their respective journals in the continued professional development of their members.*

### Use of the Surgeon General's Report on Physical Activity and Health among CHES

Mary K. Dinger, Lynda Ransdell, John Massie, and Ralph Wood

*The primary purpose of this study was to determine awareness and use of the Surgeon General's Report on Physical Activity and Health (SGR) among Certified Health Education Specialists (CHES). A secondary purpose was to determine whether use of the SGR varied by physical activity level of the respondents. A total of 540 CHES completed a survey that included open-and closed-ended items regarding their awareness and use of the SGR and questions about their participation in physical activity. Twenty-five incomplete surveys were excluded from analyses, which resulted in a final sample of 515. The majority of CHES (78.3%,  $n = 403$ ) had heard of the SGR. Of the 403 who were aware of the report, 52.8% ( $n = 208$ ) had used the information from the report in their work setting. In addition, CHES who engaged in regular vigorous physical activity were more likely to use the report in their work setting than less active CHES ( $+2 = 15.39$ ,  $df = 3$ ,  $p = .002$ ). It is encouraging that a large number of CHES are using the SGR information within their own worksite physical activity programs.*

### A Content Analysis of Health Education Teaching Strategy/Idea Articles: 1970-1998

Ping H. Johnson and Mark J. Kittleson

*A content analysis of health education teaching strategy/idea articles was conducted to determine the foci and trend of topic areas, teaching activities, target population, instructional objectives, and information about contributing author(s). All of the strategy/idea articles published by the Journal of Health Education (JOHE) ( $n=390$ ) and the Journal of School Health (JOSH) ( $n=90$ ) as of December 1998 were analyzed. Intercoder reliability was 92.6% and intracoder reliability was 95.7%. Various health education topics had been covered; however, the topic areas did not change much over nearly three decades. A variety of teaching activities had been introduced in both journals, with JOHE articles being more diverse. Many of the articles in both journals introduced*

**AMERICAN JOURNAL  
OF HEALTH EDUCATION**

*several teaching and learning activities to teach one topic area. Student population was most often targeted. Significantly more JOSH articles than JOHE articles identified instructional objectives and the target population. University faculty members were the major body of contributors. It is recommended that in the future more topic areas should be covered and more population groups should be targeted. Future articles should provide the instructional objectives, identify the target population, and indicate the activity effectiveness. Authors other than university faculty should be encouraged to contribute innovative teaching strategies/ideas.*