



AAHE InfoSource

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Did You Know?

AAHE Created a New Program Planning Scheme for Convention

From 1988 through 2008 the American Association for Health Education (AAHE) solicited and selected convention programs which were categorized in 5 setting specific areas where health educators practice – those being School site, Work site, Medical Care, Public and community health settings, and University settings. A sixth area of “generic” was also identified for those programs that were relevant to health educators regardless of their practice setting.

In January 2008 the AAHE Board of Directors completed the development of a new three year strategic plan that has revised the convention program planning model – beginning with the 2009 convention, programs are solicited and planned within the context of the seven areas of responsibility that were defined and affirmed through various health education role delineation studies including the 2004 Competency Update Project (CUP). These seven areas of responsibility serve as the basis for the certification of health education specialists. They also serve as the basis for university professional preparation programs and CHES professional development nationwide. It is important to note that the CUP study completed in 2004 included professionals from all areas of practice and the practitioners in all of the settings confirmed that these seven areas of responsibility do reflect their actual on the job responsibilities. It is with this in mind that the AAHE Board decided to develop all convention programming as well as professional development activities during the next 3 years using the areas of responsibility as the organizing factors. It is the hope of the AAHE Board that this will mark the beginning of a new and totally refreshed way of meeting the professional development needs of members and non-members. The areas of responsibility are as follows:

1. Assess individual and community needs for health education
2. Plan health education strategies, interventions, and programs
3. Implement health education strategies, interventions, and programs

4. Conduct evaluation and research related to health education
5. Administer health education strategies, interventions, and programs
6. Serve as a health education resource person
7. Communicate and advocate for health and health education

AAHE/HEDIR Technology Award for 2009

The purpose of this award is to recognize a health educator, or a group, who has made exceptional contributions or who has transformed the profession of health education through technology. The award was created by Mark Kittleson, owner of the HEDIR in 1997. The American Association for Health Education (AAHE) is a partner with HEDIR on this Award. The recipients will be honored at a luncheon and given an opportunity to present at the 2010 AAHE Conference in Indianapolis.

If you know of a person, an organization, or both who deserve this award, please consider nominating them. Go to <http://www.hedir.org/2009award.htm> for more information. The Deadline is January 31, 2009.

Puberty and Menstrual Hygiene Education Resource

Free education program on puberty, menstrual hygiene and other women's health issues. Visit www.UNIQUELYGIRL.com for a comprehensive on-line interactive program that addresses the needs of teachers, students and parents. The website provides a flexible format for both classroom use and one to one interaction outside of class by students and parents.

For students the UNIQUELY GIRL website takes the embarrassment out of asking questions by providing a turnkey educational environment. Learning tests are provided before and after each module, along with a glossary of terms.

For teachers UNIQUELY GIRL provides lesson plans, worksheets and a teacher 'dashboard' to monitor and assess student use; as well as an on-line forum, *Teacher Talk*, to share ideas with other teachers.

Learning modules include: puberty education, education for healthy living, information on PMS, cramps, breast and cervical health, Toxic Shock Syndrome and proper hygiene. In addition, free product gifts are provided for each girl.

Take the tour of this new site at: <http://www.uniquelygirl.com/takeatour.do>

AN EDUCATOR'S GUIDE TO WORKING WITH MILITARY KIDS

The Tackling Tough Topics: An Educator's Guide to Working with Military Kids publication was created by the Washington State Office of Superintendent of Public Instruction to assist educator's in better understanding and being responsive to the unique issues facing military kids whose parents or loved ones have been or are currently deployed. It provides practical, hands-on information to help those in school settings deal with the "tough to talk about" topics students experience in the schools setting including:

- Talking to kids about violence, terrorism, and war
- Supporting military kids during deployment, homecoming and reunion
- Helping kids cope with stress
- Understanding the impact of grief and loss
- Coping with death
- Fostering resilience

To obtain a free copy of this publication or more learn more about this topic visit <<http://www.k12.wa.us/OperationMilitaryKids/Resources.aspx>

U.S. DEPT. OF JUSTICE UNVEILS NEW PSAs TO COMBAT ONLINE EXPLOITATION OF CHILDREN

The Department of Justice recently unveiled an innovative national public service announcement (PSA) campaign <http://ojjdp.ncjrs.gov/programs/pscpsa.html> to educate parents about the potential dangers that their children face online and, for the first time, warns potential online predators that exploiting a child online is a serious federal offense.

iKeepSafe developed one of the PSAs, entitled "Know Where They Go," to highlight the risks children face on the Internet. The PSA, illustrates how, in the digital world, children can travel anywhere and why it is important that parents monitor what sites their children visit and who they are talking to. Elements of this campaign include television, print, radio, and Web advertisements. For more on this PSA, please go to www.KnowWhereTheyGo.org <http://www.knowwheretheygo.org/>

INOBTR created a PSA entitled "Exploiting a Minor Is a Major Offense." This cutting-edge campaign is designed to warn potential online predators that exploiting a child online is a serious federal offense. Elements of this campaign include television, movie theaters, print, radio and Web banners. For more on this PSA, please go to www.stopanonlinepredator.org <http://www.stopanonlinepredator.org/>

The Hispanic Communications Network (HCN) produced two separate series of Spanish-language PSAs for television, radio, print and the Web. The first targets parents, while the second targets potential predators. The potential predator PSA seeks to inform low-level offenders or individuals looking for child pornography images online or attempting communication with minors that law enforcement is actively pursuing them, and that

their illegal activity could have lifetime consequences. Like the INOBTR ad, it gives a compelling message to stop and think about the consequences of this serious federal crime. The Spanish-language ads can be found on www.ProtegelosAhora.org <http://www.protegelosahora.org/> for the parent campaign and www.NoTeArruines.org <http://www.notearruines.org/> for the potential predator campaign. In addition, HCN produced an English-language short video for online distribution. The video, or Webisode, illustrates the dangers children face online and urges parents to become informed and involved, and to supervise their children's Internet and mobile phone activity.

Launched in May 2006, Project Safe Childhood <http://www.projectsafchildhood.gov/> is a nationwide initiative designed to protect children from online sexual exploitation and abuse. Led by U.S. Attorneys' Offices, the Child Exploitation and Obscenity Section of the Department's Criminal Division, and Internet Crimes Against Children task forces, Project Safe Childhood marshals federal, state and local resources to better locate, apprehend and prosecute individuals who exploit children via the Internet, as well as identify and rescue victims.