


## HEALTH RESOURCES FOR TEACHERS: IMPLICATIONS OF THE HEALTH EDUCATION UNIFICATION PROJECT

Caile E. Spear, Ph.D., MCHES  
AAHE President-Elect  
Boise State University  
Oregon AHPERD 10-14-2011



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### AAHE STRATEGIC PLAN

- ◉ **Goal I:** To support the development and advancement of health education and promotion both nationally and globally\*
- ◉ **Goal II:** To expand diversity of the AAHE membership thereby impacting the health education and promotion profession
- ◉ **Goal III:** To establish AAHE as a leader in the production and delivery of high quality health education programs, products, and services
- ◉ **Goal IV:** To establish leadership in utilization of technology and communications to more effectively achieve the mission of AAHE
- ◉ **Goal V:** To increase financial and staff resources to meet the expanding needs of the AAHE membership and the health education and promotion profession

### GOAL I: SUPPORT THE DEVELOPMENT AND ADVANCEMENT OF HEALTH EDUCATION & PROMOTION BOTH NATIONALLY & GLOBALLY\*

**Objectives:**

1. Establish the unique role of AAHE on a national and global basis to advance the benefits of health education and promotion and the responsibilities of the health educator
2. Transform the focus and organization of AAHE around the Responsibilities, Competencies and Sub-competencies for health educators
3. Develop strategic partnerships to promote research and development on current and emerging health issues

### TO ACHIEVE THIS

- ◉ **AAHE and SOPHE are negotiating a merger**
- ◉ **Purpose to strengthen and unify the profession.**
- ◉ **1+1=Louder, stronger voice**

### A SINGLE VOICE

- ◉ For more than 25 years, national health education leaders have advocated the unification of the health education profession
- ◉ Will strengthen the voice of the health education profession and enhance service to members

## HISTORY

- Starting in 1981, '82, and '85 leaders have advocated unification
  - “The problem for health educators is not the lack of professional associations, rather the multiplicity of organizations. In this case, more is not better in terms of professionalization. The goal is to have one voice for health educators and health education.”
- Currently, health educators choose from among nearly 10 professional associations

## HISTORY -2009

- September 25, 2009, the Board of Governors endorsed AAHE's efforts to develop a formal exit plan, and the creation of an AAHPERD/AAHE committee to develop such a plan.
- AAHE-SOPHE leaders began discussions
- A survey of AAHE membership conducted to verify member support for the separation of AAHE from AAHPERD

## MEMBERSHIP SURVEY SUMMARY

- Sent to all AAHE members
- Approximately 300 respondents completed
- 67% supported or strongly supported AAHE separation from AAHPERD



## 2010 SURVEY RESULTS

- Members who classified themselves AAHPERD members first and AAHE members second
  - 49% supported AAHE's separation from AAHPERD
  - And only 23% did not support it
- Support for an AAHE separation from AAHPERD to unify the profession was strong.

## HISTORY-2010

- September 2010, AAHPERD Board of Governors (two motions approved)
  - 1) A motion originating with the AAHPERD Vision Committee to begin to work toward AAHPERD becoming a single association focusing on physical education and physical activity
    - The Vision Committee had an underlying recommendation to support AAHE's unification initiative (and separation from AAHPERD)
  - 2) To approve AAHE's effort to separate from AAHPERD to unify the health education profession.

## HISTORY-JULY 2011

- 10 elected and appointed leaders and staff from AAHE & SOPHE met to continue unification conversations.
- Critical due diligence issues were discussed.
- Leaders left meet enthusiastic about next steps.
- Significant & timely opportunities for strengthen HE profession.

### HISTORY-SEPT. 2011

- AAHE & SOPHE Leaders met with AAHPERD Executive Director & VP in Reston
- Discussion of next steps
- Positive responses from participants
- Motion sent to Sept. 2011 BOG

### HISTORY-SEPT. 2011 BOG

- BOG continued support for AAHE exit from AAHPERD for purposes of strengthening and unifying the profession.
- BOG continued support for reorganization of AAHPERD
  - Focus on physical education, physical activity and health

### CURRENT SURVEY OCT. 2011

- Demographics:
- Which of the following descriptions best describes how you professionally identify yourself?
- Primary work setting?
- Number of time attended the National , District and State AAHPERD convention?

### SURVEY QUESTIONS

- If AAHE exits AAHPERD, do you support AAHE merging with the Society for Public Health Education (SOPHE) to form a new organization?
- Primary reason(s) you support AAHE merging with SOPHE?
- Primary reason(s) for you not supporting AAHE merging w/ SOPHE?
- Additional information that you do not have at this time that would be helpful to you in understanding the possible AAHE withdrawal from AAHPERD and the possible AAHE/SOPHE modified merger?
- Should AAHE exit AAHPERD to merge with SOPHE, how likely are you to join the newly merged organization? Why or why not?
- What organizational structure or services would you like to see in the newly, that would encourage or support you joining the new organization?

- How many years have you been in the health education profession?
- How many years have you been a member of AAHE/AAHPERD?
- I consider myself primarily a member of: AAHE, AAHPERD, Both Equally
- I consider myself primarily a: Health Educator, Physical Educator, Health and Physical Educator
- What other professional health education organizations do you currently belong?

- Why do you attend the National AAHPERD/AAHE convention?
- What are the AAHE resources that you most utilize in your work setting?
  - AAHE's print journal - *The American Journal for Health Education*
  - AAHE's teaching online journal - *Health Education Teaching Techniques*
  - AAHE's international online journal - *International Electronic Journal of Health Education*
  - AAHE4Me - student networking site
  - The Health Education and Promotion Network (HEP Network)
  - Health Education Standards - AAHE/NCATE standards
  - AAHE InfoSource
  - AAHE's position statements and advocacy alerts
  - AAHE advertising opportunities
  - Health education webinars
  - CHES/MCHES events for CEU's

### CHANGES TO AAHPERD

- *The Organizational Planning Committee will coordinate and guide the implementation of moving from the current Alliance structure and function to a unified organization with a focus on comprehensive **physical education and physical activity***
- Separation of AAHE from AAHPERD will serve both physical education and health education

### AS AAHPERD CHANGES

- The newly merged health education professional association is committed to serving AAHPERD members with health teaching responsibilities



### COMMITMENT

- **Strengthen and expand school health education**
  - services
  - resources
  - advocacy

### NEXT STEPS

- Continued outreach to members
  - Listen to questions and provide answers
  - Updates on talks with AAHPERD, AAHE & SOPHE
- On March 17, 2012, at the AAHPERD national convention, the Alliance Assembly will be voting on AAHPERD unification initiative.
- Vote on transition of AAHE from AAHPERD to merger with SOPHE.

### SUPPORT AAHE SEPARATING FROM AAHPERD: YES OR NO?

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| <ul style="list-style-type: none"> <li>◦ <b>Supporting AAHE's separation from AAHPERD will:</b> <ul style="list-style-type: none"> <li>◦ Let AAHPERD focus on physical education and physical activity</li> <li>◦ Allow AAHE goal of strengthening health education profession</li> <li>◦ Guarantee continued provision of health education opportunities to physical/health educators in AAHPERD</li> <li>◦ Foster a collaborative relationship between AAHPERD and merged AAHE-SOPHE</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>◦ <b>Rejecting AAHE's separation from AAHE will not:</b> <ul style="list-style-type: none"> <li>◦ Prevent an AAHE membership exodus of those members who are not connected to physical education and physical activity (approximately 50%)</li> <li>◦ Foster the collaborative relationship with the health education profession that will assure the provision of in-service health education services to physical/health educators</li> </ul> </li> </ul> |
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### WHAT YOU CAN DO

- Delegate to the Alliance Assembly in San Diego on March 17, vote to support AAHPERD effort to become a single association focusing on physical education and physical activity.
- Vote to support AAHE's disengagement from AAHPERD to strengthen unify the health education profession.
- If you are questioned by AA delegates or others about the future of AAHPERD and AAHE, share with them the "win-win" plan that will permit AAHPERD to focus resources on physical education and physical activity and allow AAHE to join with others to strengthen and unify the health education profession.

