

Conference Sessions • Wednesday, July 11

Health Literacy in Many Cultures

81st Annual ASHA School Health Conference

July 9 - 13, 2007

Ala Moana Hotel - Honolulu, Hawaii

7 - 8 am

Dance!!! I Hope You Dance

JoAnne Owens-Nauslar, Debby Mitchell

This session will focus on a collaborative project with before- and afterschool providers, health educators, physical educators, business, policymakers, and stakeholders to provide opportunities to increase health literacy and physical activity. The presenters will address character education, health education, and physical education standards during the session.

Cultural Barriers to Health Literacy

Pamela Terry, Marcia Berke, Lorette Oden, Curtis Doyle

Culture affects how individuals access, communicate, understand, and respond to health information. These presenters will identify cultural barriers to health literacy, and will identify collaborative community partners with the resources to address those barriers.

Comprehensive Approach to Preventing School Bullying

Joseph Dake, Susan Telljohann

Bullying behaviors result in many emotional, physical, and school-related problems. Schools can not expect bullying to stop in its own. This presentation will provide participants with knowledge and resources to implement an inexpensive, comprehensive bullying prevention program. Participants will be introduced to the 10 strategies that represent best practices in bullying prevention and intervention.

Development of a Human Sexuality Cadre' to Meet the Cultural Needs of Kansas' Schools

Darrel Lang, Dean Kniss, Roy Wohl, Dom Splendorio

Kansas schools have dramatically changed in diversity over the last 10 years. Participants will be shown how the Kansas Dept. of Education has developed a cadre' of trainers of human sexuality educators, and how they developed professional development experiences to assist this cadre' in meeting the needs of the various cultures in Kansas schools.

The Culture of the Superintendency: Increasing the Health Literacy for School Leaders

Rebecca Nelson

Superintendents are leaders within districts who make decisions that impact the health and achievement of students. This presenter will discuss how increasing the knowledge, understanding, and literacy of school leaders around health issues is vital to creating healthy schools. The focus will be on the impact that healthy eating and physical activity has on students and achievement.

A Comprehensive Coordinated School Health Program in Hawaii

Howard Taras

In this session, the presenter will review how the coordinated school health model can be applied to an educational and health system that differs considerably from most US states. A systematic approach - needs assessment, identifying and recruiting stakeholders, and setting priorities - will be reviewed in the context of the 8-component model. The presenter will provide illustrative examples of real problems, methods to solving them, and potential solutions. (*Sponsored by the State of Hawaii, Dept. of Education*)

Making Health Literacy Happen With THE GREAT BODY SHOP

Patricia Stewart

This session will provide participants with an overview of the cross-curricular, social-emotional connections, English Language Learner strategies, and Special Education adaptations embedded within THE GREAT BODY SHOP Comprehensive Health Education Curriculum. The accompanying Coordinated School Health Program Kit will demonstrate the involvement of parents and staff in expanding collaboration related to health education and policy. (*Commercial Session*)

Self-Determination Theory and Health Education: Instructional Applications

Owen Donovan

In this Teaching Technique session, the presenter will examine Self-Determination Theory (SDT) and its implications for health behaviors and the personal motives that accompany them. The presenter will review the existing research relating to SDT and health outcomes, and the implications for the design of health instruction.

Economic and Social Consequences of a Multistate, School-Based Influenza Immunization Program

Parthiv Mahadevia, Jordana Kate Schmier, Su Li, James King

In this session, the presenters will examine the findings of a multistate, cluster controlled trial to estimate the economic and the social impact of mass influenza immunization in school settings. Mass influenza immunization of school-aged children reduced absenteeism, healthcare resources, lost productivity, and more than recouped the program costs. The findings support mass school-based influenza immunization.

School-Based Oral Health Screening in Ruvuma School District, Songea, Tanzania, East Africa

Girish Shah

The presenter will examine the findings of a two-phase study to estimate the prevalence of dental caries among school children aged 6 to 18 years, and to determine the need of sealants, fluoride, and other preventive dental services. The recorded prevalence of untreated dental caries - caries experience 61.22 %, early dental care requirement 41.74%, and urgent care needed 15.65% - in school children requires an appropriate oral health response based on prevention and health promotion.

**A Prescription for Success:
How School-Based Health Centers Affect Health Status and Costs**

Kathryn Keller

The presenters will discuss the findings of two multi-year studies that evaluated the effectiveness of School-Based Health Centers. The first study, the SBHC Health Outcomes Study, was conducted as a 3-year longitudinal process and outcome evaluation of eight SBHCs. The objective of the second study, the SBHC Cost Study, was to evaluate health care utilization and costs of students in SBHC programs. The findings indicate that SBHCs improve the health of students, help keep kids in the classroom, support working parents, and do so at no additional cost to the Medicaid system.

8:10 - 9:10 am

**Policy and Media Advocacy:
Essential Skills to Advance School Health Issues Among All Cultures**

Kelly Alley

In this session, the presenter will illustrate the difference between advocacy and lobbying to increase participants' knowledge, skills, and comfort in engaging in advocacy efforts to advance school health issues. Participants will learn the differences between lobbying and advocacy, compare and contrast traditional and advocacy-based approaches, frame your messages, develop SOCOs and talking points, and practice one of the most effective advocacy tools to reach policymakers.

**Building Capacity and Increasing Connectedness
Through a Universal Implementation of Positive Behavior Supports (PBS)**

Cynthia Symons, Christine Balan

School connectedness, including liking school, engaging in activities, and positive relationships with educators, has been demonstrated to improve academic and health outcomes. Unfortunately, little is known about ways to increase capacity among school professionals to promote connectedness. Through applied activities, this presentation will explore Positive Behavior Supports (PBS), an approach with the potential to build such capacity among school personnel.

Creative Methods in Health Education

Warren McNab, Mal Goldsmith

Participants at this session will actively be engaged in at least 20 creative and different learning activities that can facilitate interest and excitement in the process of teaching health education content areas in the school setting.

**Putting Health Literacy in Context to Improve the Outcomes of Children with Asthma:
A School District Leadership Model**

Kelly Beckwith, Co-author: Brenda Greene

The presenters will facilitate a discussion with participants about collaborations involving superintendents, school board members, and parents in order to increase opportunities of children with asthma. The presenters will offer examples from meetings held by American Association of School Administrators (AASA) and the National School Boards Association (NSBA) on the

power of school-family collaborations to aid participants in taking similar steps to improve the health outcomes of students in their districts.

**Reinventing Mental Health in American Schools:
The Need for Mental Health Literacy
Amongst Our Educators, the Imperative for Transforming Our Culture**

Gary Conway

With the charge of the New Freedom Commission on Mental Health fulfilled in its final report, it becomes essential to reinvent mental health in American schools to achieve a mentally healthy culture. The presenter will describe the need to promote a new way of thinking amongst educators, politicians, and families to achieve a functional literacy of mental health in our educational environments.

Making it Work! Successful Coordinated School Health Strategies in Hawaii

Dave Randall, Patrick Owens

Great things are happening with Coordinated School Health in Hawaii! Participants at this session will learn about the successful strategies used to implement Coordinated School Health. The presenters will describe how schools have used strategies to build capacity by using four infrastructure supports and by employing environmental, systems, and policy changes with focus on physical activity, nutrition, and tobacco prevention.

**Healthy Child Care America:
Physician Consultation with Early Education/Child Care Community**

Stephen Barnett, Theresa Wee

There is increasing recognition of the importance of appropriate developmental stimulation and assessment of socioemotional and cognitive development in children 0-6 years. Healthy Child Care America (HCCA), a program led by the American Academy of Pediatrics (AAP), is bringing pediatricians together with the child care community to optimize the health and development of this population. This presentation will outline the role of physicians, provide resources on how to work with state affiliates, describe special benefits that have evolved from the Hawaii and Texas experiences with the HCCA program, and explain the needed advocacy at the local and state level. *(Sponsored by the ASHA Physician Section and the ASHA Early Childhood Health Education and Health Services Council)*

Three C's of Health Literacy: Content, Culture, and Communication

Edith Ellis, Deborah Miller, Shelley Hamill

In this Teaching Technique Forum session, the presenters will demonstrate how health literacy may be incorporated into school curricula, health care settings, and the workplace. Lessons have been developed that span age groups and cultures. Points of emphasis will include recognition of valid sources of health information, communication across cultures, and decision-making skills. Lessons may be adapted for use by school personnel and health-care professionals alike.

School Health Research: 2007 Updates from CDC

Laura Kann, Nancy Brener, Leah Robin, Lisa Barrios

The presenters will describe current findings and future plans for surveillance, evaluation, and research application and synthesis activities being conducted by the Division of Adolescent and

School Health at CDC and how these activities can be used to improve school health programs. The presenters will: (1) review the latest Youth Risk Behavior Surveillance System activities; (2) describe the latest plans for program evaluation of DASH-funded projects, program evaluation projects that are underway in several states, cost effectiveness analyses of school health programs, and two evaluation research studies (Linking Lives and All About Youth); and (3) describe progress on updating and creating new CDC guidelines and associated products for school health programs to address chronic disease risk factors. In addition, the latest Tools for Schools, the D-Train, and other research synthesis and application projects will be described.

10 - 11 am

Jump Aboard the D-Train: Strategies for Diffusion of School Health Tools

Anu Pejavara, Sarah Lee

To maximize dissemination and diffusion of school health tools, the Centers for Disease Control and Prevention (CDC) has created the DASH Training Network, or “D-Train”. The presenters will review the first year of “D-Train” which focused on the Physical Education Curriculum Analysis Tool (PECAT). Through a training-of-trainers, 13 experts were equipped with the necessary skills and materials to conduct PECAT Workshops. The presenters will share and discuss the feedback from the PECAT Workshop participants.

Leadership Skills: Visioning for Health Literacy in Schools

David Lohrmann, David Wiley

Anyone can become a leader via three steps: (1) acquiring self-knowledge; (2) striving for self-improvement; and (3) recognizing their passion and seizing opportunities to act. Through individual and small group activities, participants will clarify what they deeply care about and begin development of a leadership vision at any level from local to national. The session is especially relevant for aspiring ASHA leaders.

CATCH: Spreading the Message of Coordinated School Health

Kathy Chichester

CATCH is an evidence-based coordinated school health program that builds an alliance of parents, teachers, nutrition personnel, and community partners to teach children and their families how to be healthy for a lifetime. The presenters will discuss the CATCH components - Go for Health Classroom Curriculum, CATCH PE, Eat Smart School Nutrition, and family Home Team activities - which reinforce positive healthy behaviors throughout a child’s day, making it clear that good health and learning go hand in hand.

Addressing the HIV Prevention Education Needs of Lesbian, Gay, Bisexual, and Questioning Youth

Monica Rodriguez, Hank Tomlinson, James Waldmiller

This session will offer information, strategies, and resources for addressing HIV prevention education with GLBQ youth in school-based settings. The session will provide public health data about the disparities among GLBQ youth; offer strategies for addressing their needs in the classroom; and share information about the American Psychological Association’s daylong professional development workshop on meeting the needs of GLBQ youth. (*Session sponsored*

by the ASHA Sexuality Education and Reproductive Health Council)

A Healthy Approach to Dealing with Challenging Relationships and Behavior

Paul Deering

Participants will develop communication and counseling skills useful for anyone concerned with the health, safety, and well-being of children, youth, families, and communities. The presenter will describe how a gradual, counseling-based, win-win approach to dealing with relationships can help to defuse tense situations, and focus on what matters – living and learning in humane, healthy environments. Opportunities will be provided to practice these skills.

The Carousel Method of Assessment:

An Alternative to Tests and Exams for Measuring Student Outcomes

Paula Zaccone

In this session, the presenter will explain the Carousel Method of Assessment, which combines cooperative and independent techniques with the application of skills in technology. The presenter will demonstrate how this assessment method matches broad course objectives. The processes of organization and administration will be described along with the advantages and limitations experienced during this tried approach to assessment. The presenter will provide guidelines for implementation for participants to apply in their own settings.

The Role of the Child Care Health Consultant in Promoting Health Literacy for Children, Families, and Educators in Early Care and Education Settings

Amy Cory

Child care health consultants (CCHCs) have the unique opportunity to improve health literacy for children, families, and educators in early care and education settings. In this session, the presenter will outline the role of child health care consultants in promoting health literacy in early care and education settings. *(Sponsored by the Early Childhood Health Education and Health Services Council)*

Loading Your Lecture: Finding New Ways to Spice Up That Old Lecture!

Shawna Smith

In this Teaching Techniques Forum session, participants will discover ideas to “spice up” those old lectures in order to catch students’ attention and to keep them engaged while learning key concepts. The presenter will identify everyday resources that are ready to be added to our lessons. The resources can be from the Internet, magazines, newspapers, and even from those “FW: emails.” Yes, all those emails that interfere with getting real work done can now be considered as “lesson plan researching!” Join the participants at this session to pick up a few new ideas, and to share a few as well.

Nurturing Health Literacy in Adolescents During Primary Care Visits

Jacquelyn Williams, Linda Summers

The presenters will discuss the findings of a study conducted to analyze the use of a structured interview guide in promoting adolescent likelihood of both disclosing health concerns/risk behaviors and receiving appropriate health counseling in school health centers. The use of a structured interview tool during primary health care visits prompted providers of adolescent health care to explore health concerns/risk behaviors with adolescents that are otherwise omitted.

Comparing Acquisition of Content Knowledge and Health Literacy Skill Development in Traditional and Online Environments

Kathleen Allison

In this session, the presenter will describe the findings of a study conducted to determine if learning outcomes as assessed via health literacy assignments and traditional methods were comparable in the traditional and online environments. Pilot results indicate comparability of literacy skill development. The implementation of this more comprehensive examination is currently underway. The final results of core content acquisition and literacy skill development will be reviewed.

11:10 am - 12:10 pm

Physical Activity: The Universal Language

JoAnne Owens-Nauslar, Diane Allensworth

This session will focus on a collaborative project with before- and afterschool providers, health educators, physical educators, business, policy makers, and stakeholders to provide opportunities to increase health literacy and physical activity. Character education, health education, and physical education standards will be addressed. Program participants will receive a copy of the handouts and the PowerPoint presentation.

"They Were Only Joking:"

Efforts to Decrease GLBTQ Bullying and Harassment in Seattle Public Schools

Leah Robin, Lisa Love, Pamela Hillard,

Karin Coyle, Heather Franks, BA Laris, Sonal Doshi

In this session, the presenters will describe how the Seattle Public Schools implemented policies and programs to create safe and welcoming environments for gay, lesbian, bisexual, transgender, and questioning (GLBTQ) students, staff, and families. These initiatives have improved feelings of safety on middle and high school campuses. The presenters also will discuss incidences of verbal harassment and slurs that have continued, although administration, staff, and students are all aware of efforts to decrease it.

Utilizing Backwards Design for the Development of Health Education Curricula and Resources

James Hurley, Kevin Hornsby, Tracy Harnetiaux

This session will introduce participants to the Understanding by Design model and its' usefulness in developing health education curricula. The presenters will examine how the model can support the alignment of health education standards, assessments, and instruction. Participants will apply the model to generate essential questions, key understandings, and identify what students should know and be able to do within the context of health education.

Breaking 40,000:

Addressing Health Disparities to Keep Youth Safe from HIV Infection

William (Bill) Potts-Datema, John Canfield, Victor Medrano, Elizabeth Haller

The HIV epidemic in the United States has maintained a relatively consistent rate of 40,000 new infections per year from the mid 1990s to date. Targeting prevention strategies to young people at

higher risk for HIV infection is key to lowering the new infection rate. This session will address the subepidemics driving the new infection rate, strategies currently in use by state, territorial, large local and national projects, and CDC-DASH's agenda for action to target youth at increased risk.

I Can Relate to That!:

Developing Culturally Relevant Prevention Materials

Gabe Nae'ole

In this session, participants will discuss opportunities and challenges in preventing substance abuse and violence among culturally diverse audiences. Participants will also examine the need for culturally relevant materials, look at two examples developed for Native Hawaiian youth, and discuss related successes and challenges. In addition, participants will discuss which aspects of these approaches can be applied in their contexts. *(Sponsored by the ASHA Alcohol, Tobacco, and Other Drugs Council)*

Using Wellness Policies to Achieve Health Literacy

Kristine Meurer, Laurie Mueller

Local wellness policy are required by USDA. New Mexico has identified this as an opportunity to institutionalize coordinated school health programs (CSHP) and health literacy into local policy development, implementation, and evaluation. This session will provide participants with an opportunity to explore strategies to strengthen coordinated school health programming and health literacy through local wellness policies.

Medical Home and Early Childhood Development: Social and Emotional Issues in Transitions to School

Sharon Taba, Louise Iwaishi, Kenn Saruwatari, Lynn Wilson

The session will present "Family Story Videos" as a strategy to expand implementation of comprehensive, coordinated, family-centered, and community-based services to young children. The session will promote developing partnerships among families, physicians, and community partners to address the needs of young children and their families as children transition into early school environments. *(Sponsored by the ASHA Physician Section and the ASHA Council on Early Childhood Health Education and Health Services)*

History Repeats Itself: Navigating a Sexuality Timeline

Dianne Kerr

In this Teaching Technique Forum session, the presenter will describe an activity that uses students (in this case, conference participants) as actors in a living timeline of important people and events in sexuality education and sexual health promotion in the United States. The activity will include events from the mid-19th century up until 2006.

The Relationship Between a Coordinated School Health Program and Academic Achievement

Frances Vinciullo

The presenter will describe the findings of a study conducted to investigate a possible link between multicomponent school health programs as measured in the School Health Policies and Programs Study (SHPPS) and academic achievement as measured by the National Assessment of

Educational Progress (NAEP) assessments. The study results suggest a positive relationship exists. The results indicated that students in states with policies that promote students' health demonstrated higher academic scores on the NAEP tests than students in without such health-promoting policies.

Applying E-Technical System to Promote Professional Ability and Healthy Lifestyle of Health Teachers in Health-Promoting Schools' Cases in Taiwan Health-Promoting Schools

Chieh-Hsing Liu, Li Ling Liao, Hui-Ching Hung

The presenters developed an E-program to influence health teachers' conceptions toward their work, to ensure their access to information on health and teaching, and to provide social support. The presenters will share the findings of a study conducted to evaluate the use of the E-health system by high school health teachers. The researchers found that the E-program could effectively influence the subjects' health-related professional ability and help them live in a healthy lifestyle.

Conceptual Framework for Communication: Schools and Communities Working Together for Healthier Children

Allison Koonce, Brandon Skidmore, Shannon Bergmann

To improve communication between Kansas Coordinated School Health (KCSH) grantees and their respective communities, the KCSH program developed a conceptual framework for how schools and communities could increase communication. In this session, the presenters will discuss the preliminary results from the initial implementation of the framework. They also will discuss the development of the framework.

12:20 - 1:40 pm - All Conference Luncheon sponsored by School Kids Healthcare

Findings from the 2006 School Health Policies and Programs Study (SHPPS)

Nancy Brener

Nancy Brener, Team Leader of the CDC Surveillance Research Team, will offer participants a special "sneak preview" of the findings from the 2006 School Health Policies and Programs Study (SHPPS).

The School Health Policies and Programs Study (SHPPS), sponsored and conducted by the Centers for Disease Control and Prevention (CDC), is the largest, most comprehensive assessment of school health programs ever conducted. Although results from the 2006 study will not be released officially until October 2007, Dr. Brener will offer a look at the nationally representative results from all eight components of a school health program.

For school health programs at the elementary, middle/junior and senior high levels, the study assessed characteristics in the areas of health education, physical education, health services, mental health and social services, school policy environment, food service, faculty and staff health promotion, and family and community involvement. Information was obtained through telephone interviews with state- and district-level staff, and through in-person interviews with school staff.

SHPPS also was conducted in 1994 and 2000.

1:50 - 2:50 pm

Implementing the Education Recommendations of the IOM Report on Health Literacy

Nancy Hudson, Tami Benham Deal

According to the Institutes of Medicine's (IOM) report *Health Literacy: A Prescription to End Confusion*, nearly one-half of all Americans have difficulty understanding and acting upon health information. The presenters will highlight the findings and recommendations from the report and show how the CCSSO~SCASS Health Education Assessment Project (HEAP) is addressing the report's education recommendations. (*Session Sponsored by the ASHA School Health Curriculum and Instruction Council*)

Implementing CDC's School Health Guidelines to Promote Lifelong Healthy Eating and Physical Activity Among Young People

Sarah Lee, Terrence O'Toole, Allison Balling

CDC's School Health Guidelines to Promote Lifelong Healthy Eating and Physical Activity Among Young People provide evidence-based recommendations related to policies and environment, health and physical education, family and community, school employee wellness, health services, and professional development. Implementation of the recommendations should involve a coordinated approach and utilize available resources. Participants will learn more about the recommendations and steps to successful implementation.

Making Policy Come Alive!

Key Factors for Implementing Policies that Impact Health in Schools

Amy Dillon, Mary Doyen

This session will provide an overview of key factors that influence implementation of school health policies. Lessons learned from the field and information from the literature will support content for this session. Participants will be engaged in an interactive review of the key factors and will determine ways to use these factors to bring their school health policies to life.

Developing Health Literate Youth Through Student-Led Advocacy

Cindy Jenness

Advocacy is the most advanced skill level in the Health Education Standards. The presenter will demonstrate how students working in collaboration with community partners take ownership of the safety and wellness of their school community through student-led advocacy projects, health literacy becomes a part of who they are as students and as members of a larger community. Peer education makes it happen!

Making the Connection: Health and Student Achievement

Sharon Murray, Jacquelyn Sowers

In this session, the presenters will showcase Making the Connection: Health and Student Achievement (MTC), a valuable tool for education and health personnel to make the case for coordinated school health programs with state and local decision-makers, parents, teachers, and administrators. The presenters will review new literature that supports the link between CSHP

and achievement and hand out resources developed to complement this presentation.

Diabetes & You:

The American Diabetes Association's Curriculum to Address Type 2 Diabetes

Irene Takeshita, Carl Takeshita

The presenters will demonstrate the American Diabetes Association's Diabetes & You curriculum for 4th and 5th graders which addresses the prevention and control of Type 2 diabetes through nutrition and physical activity. The presenters will describe the collaboration between the Hawaii Dept. of Education and American Diabetes Association in Hawaii making possible the sharing of this curriculum with students, parents, teachers, and health care professionals.

This is Your Future: A Case Study Approach to Foster Health Literacy

Rebecca Brey, Susan Clark

In this Teaching Technique Forum presentation, the presenters will facilitate a brainstorming activity and describe the components of health literacy. To apply health literacy concepts, participants will work in groups and complete a health-related case study.

Effective Methods for Increasing Active Parental Consent Returns for School-based Health Studies

Linda Bailey-Stone, Terri Spinney, E. Suyapa Silvia

The presenters will describe the findings of a study that examined methods to maximize parental consent return rates in school-based health education program evaluation studies. The data suggest that response rates improved when monetary and non-monetary incentives and strategies were tailored to meet the needs of schools and populations. The presenters will offer recommendations for future research, including soliciting schools to learn about strategies they typically use to engage parents as well as allocating adequate funding for monetary incentives.

A Valid Instrument to Measure School Administrator's Attitudes Toward Sexuality Education

Josh Gibson, Jeffrey Clark

In this session, the presenters will examine the findings of a study that was conducted to establish a valid instrument to examine what Indiana school administrators consider necessary for effective sexuality education. According to the presenters, the solicitation of school administrators to complete an instrument on sexuality education attitudes was a difficult process. Fewer than 20% of the subjects responded to the instrument. Based on the responses, test-retest reliability of the instrument was not established.

Racial/Ethnic Variation in Contextual Determinants of Bullying

Aubrey Spriggs, Ronald Iannotti, Tonja Nansel, Denise Haynie

The presenters will describe the findings of study conducted to examine whether family, peer, and school contextual determinants of adolescent bullying involvement vary by race/ethnicity. Poor parental communication was the only family factor associated with bullying involvement for all three groups, with family structure relevant for White students only. Peer influences on bullying were similar across racial/ethnic groups, although victimization among school contextual characteristics were related to bullying involvement in similar ways for White and

Hispanic students, though school context was largely unrelated to bullying and victimization among Black students.