ASHA Leadership Update

Summer is over so let's get down to business!

Organization
Effective August 15, 2013, the American School Health Association began its relationship with Coulter Nonprofit Management. The ASHA office moved from Bethesda to Coulter headquarters in McLean, VA. Please update your contact information with ASHA’s new address and phone number:

American School Health Association
1760 Old Meadow Road, Suite 500 McLean, VA 22102
703.506.7675 (Tel) 703.503.3266 (Fax) Email: info@ashaweb.org

Tom Gibson, CEO of Coulter, conducted extensive phone interviews with ASHA Board members and members of ASHA’s transition team. The information gathered will help inform the development of a new business model for ASHA, which has been discussed by the ASHA Board for more than two years. The recommendations will propose new organizational structures and related by-laws changes to help ASHA leadership focus on sustainability and growth while staying true to the organization’s mission. The ASHA Board of Directors will discuss the new business model at its annual meeting held in conjunction with the Annual Conference in October. ASHA members will receive more information about the proposed changes during the business meeting on Friday, October 11th and will have an opportunity to pose questions or comments during the town hall meeting on Friday afternoon. I encourage you to participate in both.

ASHA 87th Annual School Health Conference
With the ASHA 87th Annual School Health Conference October 9-12th, around the corner, spread the word and encourage your colleagues to attend! The conference is the premier learning opportunity for school health, offering a variety of workshops and sessions, along with plenty of time to build connections with colleagues and peers, visit the exhibits, and catch-up with friends. Don’t delay, register today and book your hotel room by Friday, September 13th to take advantage of the special discounted room rate! We look forward to seeing you in Myrtle Beach!

This year’s conference theme, “Charting a New Course for School Health,” challenges all of us to speak the language of health and education. As summer fades and a new school year starts, remember we are also charting a new course for ASHA. Every child deserves to be healthy and ready for learning and ASHA members make a difference!

I look forward to seeing you next month in Myrtle Beach to chart a new course for school health!

Linda Morse
ASHA National President
Join hundreds of your colleagues who have already registered for the premier school health conference. We have packed this issue of the newsletter with the exciting details about the ASHA 87th Annual School Health Conference so you know what to expect when you arrive in Myrtle Beach. **Register today** to make a commitment to the health of school age children by participating in a conference that will give you the tools and connections you need to make an impact in your community.

If you have any questions about the information below, please don’t hesitate to contact us at 703-506-7675 or info@ashaweb.org.

**Unparalleled School Health Programs**

Four session packed days feature sessions in subjects such as:

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<tr>
<th>Advocacy</th>
<th>Funding</th>
<th>School Culture and Climate</th>
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<tr>
<td>Assessment</td>
<td>Health Disparities</td>
<td>School Physical Environment</td>
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<tr>
<td>Alcohol, Tobacco or</td>
<td>Health Education and/or</td>
<td>Staff Wellness</td>
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<td>Other Drugs</td>
<td>Prevention</td>
<td>Sexual or Reproductive Health or</td>
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<tr>
<td>Chronic Disease</td>
<td>Health Services/School</td>
<td>STD/HIV</td>
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<td>Collaboration and</td>
<td>Nursing</td>
<td>Violence/Bullying/Unintentional</td>
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<td>Partnerships</td>
<td>Mental Health</td>
<td>Injury</td>
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<td>CSH Initiatives</td>
<td>Nutrition</td>
<td>Technology</td>
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<tr>
<td>Diversity/Culture</td>
<td>Physical Activity and</td>
<td></td>
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<tr>
<td>Family or Community</td>
<td>Physical Education</td>
<td></td>
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<tr>
<td>Involvement</td>
<td>Professional Preparation</td>
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The sessions have three different concentrations:

- **General Workshop**: A theoretical or applied presentation conducted by individuals, groups, or organizations that are ASHA members or outside the ASHA organizational structure.
- **Research Presentation**: Principal means of reporting research results at an ASHA conference, usually structured around an encompassing theme.
- **Teaching Techniques**: Original teaching ideas that demonstrate classroom practicality.

By attending these sessions you can **earn up to 19.5 hours of continuing education credits** in 6 different categories:

<table>
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<tr>
<th>Certification</th>
<th>Number of Continuing Education Hours Offered</th>
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<tbody>
<tr>
<td>Certified Health Educator (CHES)</td>
<td>19.5 (Category I CECH &amp; advanced-level CECH)</td>
</tr>
<tr>
<td>Continuing Nursing Education (CNE)</td>
<td>19.5 CEs</td>
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<tr>
<td>CE Credits for Psychologists (PsyCE)</td>
<td>10 CEs</td>
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<tr>
<td>National Board for Certified Counselors (NBCC)</td>
<td>10 clock hours</td>
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<tr>
<td>Commission on Dietetic Registration (CDR)</td>
<td>Pending</td>
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<tr>
<td>National Association of Social Workers (NASW)</td>
<td>Pending</td>
</tr>
</tbody>
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Please note that CEUs are offered for the keynote speaker sessions, the pre-con sessions, and the workshop sessions.

**Click here** to see a full list of sessions. Each session description also notes the session’s speakers and to which disciplines the session applies.
Here are a few key sessions that benefit all school health disciplines:

- **School Health Research: 2013 Updates from CDC** (Research; Thursday, 1:30 - 2:30pm) – *A staple of the ASHA conference*
- **Findings from the 2012 School Health Policies and Practices Studies (SHPPS)** (Special Presentation; Thursday, 12:30 - 1:30) – *A special presentation reporting the findings of a study that takes place every 6 years. All disciplines will benefit, not to be missed!*
- **ASHA’s Core Beliefs in Action: How to Use these Tools to Advance School Health** (General; Thursday, 2:40 - 4:10pm)
- **Meaningful, Relevant, and Fun Classroom Activities to Meet National Health Education Standards** (Teaching Technique; Thursday, 2:00 - 2:30pm)
- **Engaging the Learner in Activity Assessment** (Teaching Techniques; Saturday, 9:50 – 10:20am)

**Exemplary Keynotes**

**Children Cannot Learn If They Are Not Healthy and Safe**
*Gene R. Carter, Ed.D., Executive Director and CEO, ASCD, the global education leadership association dedicated to supporting the success of each learner*
*Thursday, October 10, 2013, 9:50 – 10:50am*

The presentation will lead the audience through a wealth of research highlighting the need for education to focus on the health and wellbeing of its people, practices and environment. Taking the broad notion of health – one that encompasses not only physical but also social, emotional, and mental health – schools are able to improve the climate and conditions which provide for effective teaching and learning. For too long health and education have been planned, practiced, and prioritized with divergent and often conflicting objectives even though they serve the same youth in the same environments. It is time to break down any barriers that exist between the two sectors which hold the future success of our youth at their core.

**How to Create a Positive School Climate and Culture for Students’ Character, Competence, and Social Contribution**
*Maurice J. Elias, PhD, Professor and Director of Clinical Training, Psychology Department, Rutgers University*
*Friday, October 11, 2013, 9:50 – 10:50am*

We now know how to prepare all students for success in school and life. It requires our attending to their social-emotional and character development (SECD) in schools that are healthy, safe, caring, respectful, and challenging. This is the work of all school professionals, working in collaboration, with coordination, over time. The presentation will provide practical suggestions for creating positive school climate and culture, integrating SECD into academics, preventing harassment, intimidation, and bullying, and increasing student voice and involvement in the life of the school.

[Read more about the keynotes presentations.](#)

**Pre-Conference Workshops**

**Wednesday, October 9**

ASHA is offering five professional, practice-orientated presentations that emphasize skill development for you to choose from before the conference begins! A special registration fee is charged for these sessions. Descriptions available at: [http://www.ashaweb.org/i4a/pages/index.cfm?pageid=3533](http://www.ashaweb.org/i4a/pages/index.cfm?pageid=3533)
**Special Events for Networking, Idea Sharing, and Collaboration**

**First Timers Session – Sponsored by Select Media**  
**Wednesday, October 9, 4:30 – 5:30pm**

Is this your first ASHA Conference? We want you to get the most out of your conference experience. Join ASHA leadership at the First Timer Session to meet other first time attendees and learn how to navigate your first ASHA Conference. Seasoned attendees will share tips on how to optimize upon the learning and networking opportunities.

**Future Leaders Academy Reunion and Reception – Sponsored by Select Media**  
**Wednesday, October 9, 4:30 – 5:30pm**

Current and former Future Leaders Academy participants are invited to a special event to celebrate ASHA’s innovative program that identifies and trains individuals for future leadership roles. Curious about FLA? Stop by the reception to learn more about the program from FLA alumni.

**Awards Ceremony and President’s Reception – All attendees welcome to both events!**  
**Wednesday, October 9, 5:30pm**

Kick-off the conference by attending the ASHA Awards Ceremony – one of the conference’s most special events! The ASHA Awards Ceremony will begin at 5:30. This year’s agenda includes special memorial tributes to ASHA past-president Robert Synovitz and to school health pioneer Edith Vincent, as well as recognition of new ASHA Fellows, the Distinguished Service Awards, School Nurse of the Year, Health Coordinator of the Year, and Health Educators of the Year. We will also honor two South Carolina legislators, a school district administrator from Tennessee, and conclude the evening with a presentation by the 2013 Howe Award Winner.

Following the Awards Ceremony, the President’s Reception provides an opportunity for all conference attendees to enjoy light refreshments, peruse the exhibit hall, meet new colleagues and reunite with friends. The exhibit hall will be open for the festivities starting at 7:00. Attire is business casual.

**Exhibitors**

Our exhibit hall this year encompasses a wide variety of different health specialties, including those focusing on education, children’s health, healthcare, pharmaceuticals, and educational publications. With just a quick step into the hall, you will be at the hands of the latest trends in healthcare, health research, and innovative ideas.


**Networking Reception, Silent Auction & Poster Session – Sponsored by Indiana University**  
**Thursday, October 10, 5:30 – 7:30pm**

Join your colleagues for light refreshments and lots of fun. Thursday evening will be packed with opportunities to network with colleagues, view posters, visit the exhibitors one last time, and participate in the silent auction!

**Silent Auction**

Bid on a fantastic array of items while raising funds to support ASHA’s exciting new Leadership Development Program. This three-phase leadership continuum focuses on Linking, Learning and Leading and targets students, novice professionals, mid-career professionals, and seasoned veterans from all school health disciplines.

**Poster Session**

Walk through a static display of 27 posters at your own pace while engaging in informal discussion with presenters and colleagues. Posters will present charts, graphs, diagrams, photographs, and text
summaries, to help you maximize your learning.

**Roundtable Discussions**  
*Saturday, October 12, 7:30 – 8:30am*  
Roundtables are a great way to have informal group discussions, led by a presenter, on a variety of topics. This year there will be 22 topics in total, meaning you’ll have a great variety to choose from! We’ll break the hour into two, 30 minute segments so that you can participate in two different roundtable discussions.

**ASHA Meetings**  
On Friday, October 11th at 9:15am, ASHA will hold an important business meeting where ASHA Board members will provide an update on current activities and plans. ASHA Sections will meet at lunchtime—a cash-and-carry box lunch will be available for those that wish to purchase lunch. Friday at 2:40pm will feature the ASHA Town Hall meeting where ASHA members are encouraged to speak up about issues and help *Chart a New Course for ASHA.*

**Registration Details**

Register online or by mail:
Online: [http://www.ashaweb.org/i4a/pages/index.cfm?pageID=3527](http://www.ashaweb.org/i4a/pages/index.cfm?pageID=3527)  
Mail: [http://www.ashaweb.org/files/2013%20Conference%20Registration%20Form%282%29.pdf](http://www.ashaweb.org/files/2013%20Conference%20Registration%20Form%282%29.pdf)

**Full Conference Registration includes:**
ASHA Keynote Sessions on October 10 and 11  
Admission to all professional development sessions  
Admission to poster sessions and roundtable sessions  
President’s Welcome Reception and Awards Ceremony on October 9  
Admission to the Exhibit Hall on October 9 and 10  
Networking Reception and Silent Auction on October 10

**Hotel/Venue – Hotel room block closes September 13th!**
Hilton Myrtle Beach Resort 10000 Beach Club Drive  
Myrtle Beach, South Carolina, 29572-5304, USA  
$118 single/double – until September 13th  
1-800-876-0010 (request ASHA group rate) Please reserve by September 13, 2013 to take advantage of ASHA’s discount rates.  
[Click here to reserve online!](http://www.ashaweb.org)

**Questions?**

Please don’t hesitate to contact us at 703-506-7675 or [info@ashaweb.org](mailto:info@ashaweb.org). More information, including the [full conference schedule](http://www.ashaweb.org), is available at [www.ashaweb.org](http://www.ashaweb.org).

See you in Myrtle Beach next month!