Improving The Future Of Health Education Through A Profession-Wide Strategic Vision For 2025

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2016 PROFESSION WIDE MEETING

- **Purpose:** To establish a strategic vision among the profession and develop goals and strategies for the profession by 2025.
  
  - August 3 – 6, 2016
  - Chicago, IL
  - Supported by the Anne E. Nolte Estate in cooperation with the Illinois Prairie Community Foundation
CNHEO STRUCTURE

- Comprised of seven member organizations
- Designed to function in a manner that in no way compromises the autonomy or prerogatives of any member organization
- **Mission:** “To mobilize the resources of the Health Education Profession in order to expand and improve health education, regardless of the setting”

Coalition of National Health Education Organizations
STRATEGIC PLAN

- Prior to meeting, participants completed a SWOT analysis.
- Dynamic influences on the future of health education keynote and panel presentations.
- Results presented to identify overlap and select top categories.
- Each category served as topic area for goal development, upon reaching consensus.
Consider in ALL areas

Funding
Technology
Leadership
Settings
Vulnerable populations

Guiding Principles/Preamble (for report)
- Quality
- Globalization
- Prevention

*Each area MUST include/address school health!!
GOAL AREAS
POLICIES AND MANDATES

Advance national, state, tribal and local policies, systems and environments that support health education and promotion

- Advocate for the appropriation and authorization of legislation, supportive regulations, and funding mechanisms domestically and globally
- Build administrative leadership capacity of health education specialists to assume positions of power and influence within state and federal agencies
- Prioritize school settings as venues for primary prevention, health education and health-promoting environments
Rose = positive
Thorn = negative
Bud = potential
Increase the proportion of health education specialists who are CHES/MCHES

- Obtain CNHEO endorsement of the CHES/MCHES certifications for health education specialists
- Cooperate with the on-going practice analysis conducted every 5 years for health education specialists
- Increase the proportion of professional organizations promoting the CHES/MCHES certifications
- Increase awareness of resources available to those preparing to take the CHES/MCHES examinations
Rose = positive
Thorn = negative
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PROFESSIONAL PREPARATION AND DEVELOPMENT

Strengthen the presence and quality of health education academic preparation programs and professional development

- Increase opportunities for health education specialists to develop leadership skills for service in diverse settings
- Increase the presence of health education specialists in leadership positions in diverse settings
- Use research-informed practices and promote organizational structures that enhance health education professional preparation programs
- Promote the use of evidence-based in-service professional development for health education specialists
Rose = positive
Thorn = negative
Bud = potential
WORKFORCE AND DIVERSITY

Increase the number of worksites who hire professionally prepared certified/licensed health education specialists, which reflect the diversity of the communities served

- Develop linkages between colleges and worksites to advocate for credentialed health education specialists
- Improve access to opportunities for certifications and training among diverse populations
- Assist worksites in developing pathways to CHES/MCHES certification
IDENTITY AND VALUE OF HEALTH EDUCATION

Improve the understanding of the identity and value of the health education profession among internal and external stakeholders

- Define and gain consensus about the unique identity and value of the health education profession
- Communicate the unique identity and value of the health education profession to internal and external stakeholders
- Evaluate the impact of the professions’ collective efforts to improve the identity and value of health education
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RESEARCH AND PRACTICE

Strengthen the integration of quality research and practice in health education

- Advocate to increase networks between researchers and practitioners to address current and emerging issues in quality practice.
- Develop an agenda for the profession of health education and promotion to inform and link research and practice.
- Support and promote the adoption and research on the effectiveness of the Whole School, Whole Community, Whole Child (WSCC model).
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CONCEPT POSTER

WHAT WOULD THE PROFESSION LOOK LIKE…?
SmartHome Rewards®
Earn points for keeping things safe & sound

Homeowners become eligible for a reciprocal rewards program by:
- Installing & using a home automation system
- Purchasing/upgrading an insurance policy

Key Stakeholders:
- Home Automation System
- Insurance Agent

Insurance company allows points to be converted into discounts on premiums/low deductibles.
THANK YOU!!