



# The President's Message

## Greetings Gammans!

I hope that you had a productive and enjoyable summer, and that you have come back this fall energized for a new academic year. I would like to take this opportunity to share my thoughts about this year's priorities for the honorary.

## Honorary Priorities

As I began my term as your National President this past October, I thought a lot about what my focus should be for the next two years. After carefully reviewing our National Strategic Plan and thinking about the mission and goals of Eta Sigma Gamma, I have narrowed my priorities to three: 1) chapter development, 2) advocacy skills and opportunities, and 3) continuing



Dr. Kathleen Mullen Conley  
National President

to build and strengthen our connections with other organizations within the Coalition of National Health Education Organizations.

## Chapter Development

I believe that local chapters are the heart of Eta Sigma Gamma. The National Office is committed to helping each local chapter experience success in chapter management, as well as in running successful teaching, service, research and advocacy projects. To work toward this goal we are planning several chapter development activities for this academic year. The first activities will take place at our annual meeting in Pittsburgh (October 15<sup>th</sup>). Several sessions are being designed to

# Constitution Changes Approved

In May, Gammans voted on and passed the proposed changes to our Constitution and By-laws. These changes became effective in July.

## Major Changes Summary

1) Executive Committee name changed to Board of

Directors.

2) Director of Chapter Development position added to the Board of Directors; Historian position removed from the Board.

3) New standing committees were added (Professional Development;

Chapter Development; Membership; and Publications); and the Education and Research Committees were deleted.

The entire revised Constitution and By-laws is available at our web site: [www.etasigmagamma.org](http://www.etasigmagamma.org).

## Inside this issue:

New Board Members	2
Is There a Publication in Your Future?	3
Transformation Realized	3
ESG Annual Meeting in Pittsburgh	4
You're Invited to Attend SOPHE	4
Voting is Healthy: Get Involved	5
Make Your Chapter Successful	6



# President's Message continued

enhance chapter development skills. These sessions will be based on issues mentioned by local chapters in their annual reports over the past three years. Other chapter development activities will occur throughout the year under the guidance of our Director of Chapter Development.

**Advocacy Skill Building** "The World Health Organization defines advocacy for health as 'a combination of individual and social actions designed to gain political commitment, policy support, social acceptance, and systems for a particular health goal or program.'"<sup>1</sup> I strongly believe that every health educator needs to develop and use advocacy skills, in order to advance both the health education profession and our priority health issues. Throughout the year there will be several activities available to help you gain advocacy skills and practice. This fall I encourage you to participate in the *ESG Voting is Healthy* advocacy project. (You can read more about this on page 5.) In the Spring, Chapters should think about sending several representatives to the Health Education Advocacy Summit. (On page 3 you will find one Gamman's account of last year's Summit experience.) And don't forget to submit an Advocacy of the Year Project Award application next June to give us a chance to recognize your advocacy efforts!

**Collaboration with other Professional Health Education Organizations** In 1999, Eta Sigma Gamma became a member of the Coalition of National Health Education Organizations (CNHEO). Eta Sigma Gamma has a long history with several member organizations of the Coalition, most notably ASHA (American School Health Association) and AAHE (American Association for Health Education). Our relationships with these two organizations have highlighted Eta Sigma Gamma's school health education roots, and have been extremely helpful in supporting the growth of the Honorary. Membership in the Coalition has made it possible for Eta Sigma Gamma to reach out and establish new relationships, such as our collaboration with SOPHE (Society for Public Health Education). These new relationships will help us to better serve Gammans who specialize in community health education and public health. Over the next few years, the National Office will look for new ways to collaborate with Coalition member organizations to enhance opportunities for all Gammans. You can learn more about the CNHEO at the Coalition web site (<http://www.hsc.usf.edu/CFH/cnheo/>).

## We'll Miss Him!

In February of this year, **Dr. Loren B. Bensley, Jr.** resigned his Eta Sigma Gamma positions as National Historian

and National Director of Chapter Development, after 21 years of service. Dr. Bensley was the first person to serve in each of these positions. As National Director of Chapter Development, Dr. Bensley wrote our Eta Sigma Gamma Chapter Handbook and gave inservice training opportunities to Gammans across the country. As Historian, Dr. Bensley started the Eta Sigma Gamma Historical Library and helped to document the Honorary's 37 year history. I know that I speak for all of you when I thank Dr. Bensley for his many years of dedicated service to Eta Sigma Gamma. Loren—we will miss you!

## The New Year Begins...

Throughout this newsletter you will find information about many opportunities for Gammans. I hope that these opportunities will help you to actively participate in the life of the Honorary. I look forward to working with you to reach the goals of Eta Sigma Gamma. If I can be of assistance to you in your Eta Sigma Gamma adventures, please let me know!

*Kathleen Mullen Conley, Ph.D.*  
President, Eta Sigma Gamma  
[kathleen.conley@emich.edu](mailto:kathleen.conley@emich.edu)

Footnote: <sup>1</sup> <http://www.healtheducationadvocate.com>



## Your New Board Members

### Director of Chapter Development

**Dr. Mal Goldsmith** has been appointed as our new Director of Chapter Development. Dr. Goldsmith is a Professor and Health Education Program Coordinator at Southern Illinois University at Edwardsville. In addition to his recent experience as Eta Sigma Gamma's National President, Dr. Goldsmith brings to this position many years of experience as a faculty sponsor. Dr. Goldsmith accepted his appointment in June.

### Student Member At-Large

Your newly-elected Student Member At-Large is **Ms. Vicki Dooly**, a health education graduate student at Texas State University. Ms. Dooly recently completed her B.S. degree at Texas A&M University, where she served as Secretary for the Alpha Pi Chapter of Eta Sigma Gamma. Ms. Dooly will begin her two-year term in October at the end of our Annual Meeting.

### Professional Member At-Large

**Dr. Debra Sutton** has been elected to the Board of Directors as the newest Professional Member At-Large. Dr. Sutton is an Associate Professor of Health Sciences at James Madison University. Dr. Sutton has served as a faculty advisor or co-advisor for four different chapters of Eta Sigma Gamma, and has served on the national awards committee. Dr. Sutton will begin her three year term in October at the end of our Annual Meeting.



# Come to Pittsburgh for Our Annual Meeting!

Join with Gammans from all across the country as we gather for our **Eta Sigma Gamma Annual Meeting on October 15th, at the Sheraton Station Square hotel in Pittsburgh, PA.** This year's meeting will focus on chapter development activities. Come learn about new fund raising ideas and great ways to manage the money you raise. Find out how to get involved in our fall advocacy project. Learn about an easier way to prepare materials for chapter and project awards. And get the latest update on award criteria from our new Director of Chapter Development, **Dr. Mal Goldsmith.**

Our conference host is the American School Health Association (ASHA). Student Gammans are invited to sign up to serve as an ASHA meeting monitor for the ASHA conference. In return for monitoring



The Eta Sigma Gamma Annual Meeting will be held this year in Pittsburgh, PA in conjunction with the American School Health Association's Annual Meeting.

at three sessions, ASHA will offer monitors a one year membership in ASHA and one complementary Annual Meeting registration. To apply for this opportunity, email **Mary Bamer Ramsier** at (mbramsi@ashaweb.org). When planning

your monitoring schedule, try to keep time open on October 15th to attend the ESG Annual Meeting Activities.

## ESG Annual Meeting Schedule

**9-10 am: Student Poster Session**

**1:30–2:30 pm: Fund Raising and Finances**

**2:45–3:45 pm: Advocacy and Awards: Developing Your Skills**

**4:00–5:30 pm: Business Meeting (Award Presentations and T-shirt Exchange)**

**5:30–7:00 pm: ESG Social**

**We hope to see you in Pittsburgh!**

# The Eta Sigma Gamma T-Shirt Exchange

One of the best-loved activities at our Annual Meeting each year is the Eta Sigma Gamma T-shirt Exchange. Each chapter attending the Annual Meeting brings a t-shirt to give away. All student Gammans are given a contest ticket at

the beginning of the Annual Business Meeting. When the t-shirt exchange fun begins, numbers are drawn from a hat and the lucky Gamman with that



number gets to pick a t-shirt. Gammans have a choice, however, to take a t-shirt already picked, or one from the pile. There are always a few favorite t-shirts that everyone wants! **Join us in Pittsburgh, October 15th, for our Annual T-shirt Exchange!**

Who will get me?

# You're Invited to Attend SOPHE

Don't miss **SOPHE's 55th Annual Meeting November 5-7, 2004, Capitol Hilton, Washington, D.C.,** "The Power and Influence of Health Education: Promoting Monumental Change." Join us in the nation's capital - the epicenter of power and prestige - less than 48 hours after the 2004 Presidential election! Hear from top health education leaders about the election's impact on the national health agenda and efforts in social justice, eliminating health disparities, and other priority areas. Pulitzer Prize author Laurie Garrett (*The Coming Plague: Newly Emerging Diseases in a*

*World out of Balance and Betrayal of Trust: The Collapse of Global Public Health*) will provide the conference keynote on Friday, November 5. The conference also will include 6 workshops; more than 30 concurrent sessions; an awards banquet at the National Press Club; and special sessions and activities for students throughout the program. For fun, don't miss the conference tours of NIH, National Library of Medicine, U.S. Capitol, and Embassy Row - as well as the ever-popular Well-

ness Challenge.

SOPHE is proud to collaborate on this conference with Eta Sigma Gamma (ESG). All ESG student members are welcome to register at the SOPHE student member rate. ESG will have a session on Saturday November 6th from 12:45–1:30 PM, and will present the ESG Honor Award at the SOPHE Honors Banquet that evening. And don't forget to stop by our table in the exhibits! We look forward to seeing you in Washington, DC in November!!



*SOPHE and  
Eta Sigma Gamma*

# Voting is Healthy: Get Involved!

## Where will you be on November 2nd?

Hopefully, you'll be making a visit to your local polling place and casting your vote for President, and for members of Congress. And hopefully, you'll have lots of company, with other young people voting with you in record numbers!

That is the goal of *Voting is Healthy*, Eta Sigma Gamma's 2004 Advocacy Project.

You may be thinking "what does voting have to do with health?" The simple answer is that health is political. Many of the important determinants of health will be affected by policies that will be enacted by the next President and Congress, as well as by your state and local politicians. Access to

health insurance, issues of violence and war and peace, reproductive health rights, and environmental protections are just a few of the health-related issues directly affecting young people that will be impacted by the outcome of the November election. Yet, young people, ages 18-25, have the lowest percentage of registered voters and actual voters of any age group. In the 2000 Presidential election, which was decided by only 537 votes, only 42% of 18- to 24-year-olds voted. The 2004 Presidential race may be another very close election—and every vote counts. It has never been more important to make your voice heard.

The goal of the *Voting is Healthy* advocacy project is to help Gammans get out the message that each vote does count, and to help college students put this thought into action by registering to vote and getting out the vote on election day. Over the summer, several ESG faculty sponsors worked with the National Office to develop a *Voting is Healthy* web site that will help you and your chapter get involved with voting advocacy.

Before we get into the specifics of the project, it is important to stress that Eta Sigma Gamma is a nonpartisan, nonprofit, organization and does not support a particular political party or any specific candidates for office. The Eta Sigma Gamma *Voting is Healthy* project is intended to assist U.S. citizens, especially college students, exercise their right to vote in a fair election process. While participating in the Eta Sigma Gamma *Voting is Healthy* project you are representing Eta Sigma Gamma, and you should not advocate for political parties, positions, or candidates during these spe-



*Get your Chapter involved! Become a part of the Voting is Healthy project.*

cific activities. In fact, as a nonprofit organization, IRS rules prohibit ESG from doing these types of partisan activities.

## What Can Your Chapter Do?

There are three major parts to the *Voting is Healthy* project. Each set of activities is explained on the web site in an easy to read, step-by-step manner. You and your chapter can choose to do just one or two parts, or become involved in all three steps.

First, we encourage Chapters to become involved in getting college students registered to vote. Most states have voter registration deadlines in early October, so it is important to get started on voter registration drives right away.

Another important step is getting registered voters to actually go and vote. We call these "Get Out The Vote" or GOTV activities. The *Voting is Healthy* web site offers many GOTV ideas for you to consider.

The final step is called monitoring the

vote. This step tries to ensure that the election process is fair. One important step ESG Chapters can take is to help educate college students about their voting rights. The *Voting is Healthy* web site will help you learn about your voter rights and will give you suggestions on how to share this information with others.

**Check out the *Voting is Healthy* web site today! Look for the button**



**on the ESG web site:  
[www.etasigmagamma.org](http://www.etasigmagamma.org)**

*By Kathleen Mullen Conley, Ph.D.  
President, Eta Sigma Gamma*

*Editor's Note: The ESG Advocacy Project Committee Members include Dr. Regina Galer-Unti, Dr. Susan McCarthy, Dr. Keely Rees, and Dr. Kathleen Conley.*



***Coming this Fall***

***The Newly Revised***

***Eta Sigma Gamma***

***Directory of Health***

***Education Programs***

***( now on CD Rom )***

# Making Your Chapter Successful



It is my privilege to take over as Director of Chapter Development, following in the footsteps of one of my mentors, Dr. Loren Bensley. One of the most significant challenges to Chapters across the Country is that of obtaining and sustaining involvement. In truth there are five key elements that create the foundation for a successful chapter.

## Marketing

Students must know who you are and perceive value in membership. Effective use of bulletin boards, t-shirts, e-mail, and web sites, along with visibility within the University and Department will help create an awareness of the organization. Energy is one last component of marketing that is essential. Leaders need to be motivated and excited about ESG. Your energy and enthusiasm (or lack thereof) will set the stage for how others react to you and ESG.

## Organization

Regularly held meetings and an organizational structure that demonstrates an efficiently run organization help members believe they are part of something worthwhile. This includes a functional executive committee, clear goals and objectives, and a meaningful operational plan for the year. When Gammans attend a meeting and everyone stares at each other, it is easy to perceive the meeting as a waste of time. A clear

agenda along with meaningful direction help the group feel part of a worthwhile endeavor.

## Broad-based Participation

When individuals feel that they have input and their opinion is valued they are more likely to find value in an experience. Officers who avoid dictating the activities of the chapter and who avoid doing everything themselves will enable members to participate more effectively. This in turn will help others develop and will increase the likelihood that they sustain their efforts.

## Training

The intent of training is not to put students back in a classroom setting. Its focus is on developing knowledge and skills that go beyond or build upon what is being learned in professional preparation. Officers need training in leadership, communication skills and planning. Members need training in understanding what ESG is all about, along with knowledge and skills to effectively reach the goals and objectives of the Honorary. Training could focus on web page development, advocacy, writing for publication, Grant writing, program planning or a multitude of other topics. In truth the best way to identify training needs is to do an actual needs-assessment. Ask Gammans what they would like to learn. When people are trained they not only do a better job at a task, but they see value in their membership.

## Fun

Let's face it school is stressful. While ESG can be work, it must be more than another demand for an overloaded schedule. Leaders must be sure to build in laughter and social events that can help keep balance in the lives of members. Remember it is the relationships we form that ultimately shape the important memories we have. Help Gammans to build relationships and have fun times as they carry out their responsibilities. The more they enjoy what they do the more they stay involved. This is a lesson for all of us throughout our lives!

As Director of Chapter Development I am always available for your Chapter. If you have questions, the need for training or just need to vent please contact me. I'll try to help or find someone who can. I hope to see all of you at our National Meeting in Pittsburgh. Have a great start to your school year!

*Mal Goldsmith, Ph.D., CHES  
Past President and  
Director of Chapter Development  
mgoldsm@siue.edu*

*“Remember it is the relationships we form that ultimately shape the important memories we have.”*

## Fall 2004

Eta Sigma Gamma  
2000 University Avenue  
Muncie, Indiana 47306

Phone: 1-800-715-2559  
Fax: 765-285-3210  
E-mail: [blopilato@bsu.edu](mailto:blopilato@bsu.edu)

## The Eta Sigma Gamma Vision

*We're on the web!*

[www.etasigmagamma.org](http://www.etasigmagamma.org)

## The Eta Sigma Gamma Board of Directors

**Dr. Kathleen Mullen Conley**  
President, 10/03–10/05  
Eastern Michigan University

**Dr. Marianne Frauenknecht**  
Vice President, 10/03–10/05  
Western Michigan University

**Dr. Mal Goldsmith**  
Immediate Past-President, 10/03-  
10/05 & Director of Chapter Devel-  
opment, 6/04 - 10/06  
Southern Illinois University at  
Edwardsville

**Dr. Jeff Clark**, Secretary-Treasurer  
Ball State University

**Dr. Roberta Ogletree**, Editor—The  
Health Educator, Southern Illinois  
University at Carbondale

**Dr. Mohammad R. Torabi**, Editor—  
The Health Education Monograph  
Series, Indiana University

**Dr. Keely Rees**, Professional  
Member At-Large (10/03 – 10/06)  
The University of Wisconsin at La-  
Crosse

**Dr. Amy Bernard**, Professional  
Member At-Large (9/01 – 10/04)  
University of Cincinnati

**Ms. DeAnna Hillary**, Student  
Member At-Large (1/03 – 10/04)  
Indiana University

**Ms. Brandy LoPilato**, Executive  
Director, National Office of Eta  
Sigma Gamma, Ball State University

## Dates to Remember ...

### September 2004

- *ESG Voting is Healthy*  
Advocacy Project (Sept. 1—  
Nov. 2, on your campus )

### October 2004

- ESG Annual Meeting (October  
15th, Pittsburgh, PA )
- ASHA Annual Meeting  
( October 13-17, Pittsburgh )
- National Health Education  
Week (Oct. 18-24 )

### November 2004

- VOTE: November 2nd!
- SOPHE Annual Meeting ( Nov.  
5-6, Washington, DC )

### January 2005

- ESG Student Monograph arti-  
cles due

### March 2005

- Eighth Annual Health Edu-  
cation Advocacy Summit ( Mar.  
12-14, Washington, DC )

### April 2005

- AAHE Annual Meeting  
( April 12-16, Chicago )



For more information: [www.etasigmagamma.org](http://www.etasigmagamma.org)