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 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 15th). Several sessions are being designed to

Constitution Changes Approved

In May, Gammanos 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.

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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.’ * 1  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 Gamman’s 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

Footnote: 1 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 A&M 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.
Wanted: Undergraduate and Graduate Students!

If you are a student and thought that you could not publish in our journal, think again! When a professor tells you that you've done an outstanding job on a paper, a research study, or class project, you should ask him or her if it is worthy of submitting for publication. Chances are that professor would be willing to mentor you as you prepare a manuscript for submission to *The Health Educator* (especially if that professor is the Eta Sigma Gamma sponsor)!

The Submission and Review Process

Submitting to *The Health Educator* is an excellent opportunity to learn about the publication process. Our journal is peer reviewed, so any submission deemed appropriate for the journal (more about that in a moment) is sent to three Editorial Associates (reviewers) in what is called a blind review process. This means that the reviewers will not know who has submitted the manuscript. At the same time, the author(s) will not know who is reviewing the manuscript. Reviewers provide feedback on whether the manuscript is original, significant to health education, timely and current, well-documented, and clearly written. In addition, with research articles, reviewers determine if the purpose of the study is clear, appropriate methods and statistical procedures are used, reliability and validity are reported, results are clearly stated, conclusions are supported by the data, and implications for health education are provided.

Various types of manuscripts are appropriate. Previous articles have included well researched literature reviews (see Bryla, Fall, 2003) and thesis research (see Wycoff, et al., Spring, 2002). Several student authored articles have been results of Eta Sigma Gamma funded project grants (see Curfman, et al., Fall, 2002; Carpenter & Degenhardt, Spring, 2003; Kennett and Lonergan, Spring, 2004).

Every issue of *The Health Educator* includes the Guidelines for Manuscript Submissions. Also, the Guidelines can be found on the Eta Sigma Gamma website under *The Health Educator*. It is very important to follow these Guidelines and to have someone (again, a professor or your ESG sponsor) review the paper for you.

There are no set deadlines for submissions, but if you want something to be considered for the Fall issue, it needs to be submitted by the previous June. For the Spring issue, submissions should be in by November. Take advantage of this opportunity!

By Roberta J. Ogletree, HSD, CHES, FASHA
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Transformation is Realized in Washington, DC

You can make a difference! As a student, I didn't really believe this until I flew from Wisconsin to Washington, D.C. for the Seventh Annual Health Education Advocacy Summit, February 28-March 1, 2004.

When my professor mentioned the Advocacy Summit, I jumped at the opportunity. I had become involved with letter writing for other issues and was glad to learn that advocacy held a distinct place within the health education profession.

When I arrived at the conference on a Saturday, I began to feel out of my league. As one of only two undergraduate students at the Summit, I felt a lack of personal accomplishments to be in the company of such "greatness." However, as the day progressed, I came to realize that the participants were friendly people and potential mentors. This quickly changed my focus.

By Monday afternoon, I felt transformed. As I walked through Washington, D.C. in a suit and on a mission, I was ready for any challenge that might come my way and found myself passionate about the legislative process. This weekend provided me with resources, information and, most importantly, personal growth. I now know that I can make a difference and strongly encourage all students to take advantage of this invaluable learning opportunity!

By Sarah M. Humphrey
Student and member of Beta Phi Chapter
University of Wisconsin-LaCrosse

Editor's Note: Sarah is grateful for the support she received to attend the Summit from the Eta Sigma Gamma Beta Phi Chapter and the Health Education and Health Promotion Department.

Plan now to attend the 2005 Annual Health Education Advocacy Summit!

March 12-14: Save the Dates!!
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 Gammans with that number get 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!

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 Wellness 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!!
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 specific 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

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

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

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

“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.”

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

Dr. Amy Bernard, Professional Member At-Large (9/01 — 10/04)
Indiana University

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

The Eta Sigma Gamma Vision

We’re on the web!
www.etasigmagamma.org

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 articles due

March 2005

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

April 2005

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

For more information: www.etasigmagamma.org