

Annual Report
July 1, 1987 - June 30, 1988
Department of Health Behavior and Health Education

I. DEPARTMENTAL ORGANIZATION AND ADMINISTRATION

The Department has undergone a name change. It is now the Department of Health Behavior and Health Education. The Department has had two names--first the Department of Public Health Education and more recently the Department of Health Education. It has become increasingly clear over the past decade that the field has a generic interest in health behavior, and that whether one approaches health promotion from a community, worksite, school or health care setting, primary interest is in facilitating and supporting healthy behaviors in populations. Along with this development has come recognition that while traditional health education is a major approach, other strategies are increasingly needed, including those that are behaviorally focused.

In the past several years, first under Dr. Guy Steuart's chairmanship, and more recently under Dr. James Sorenson's, faculty have been added who are trained in the behavioral and social sciences, with strong interest in applying the concepts, theories, and empirical findings of their more basic disciplines to the rapidly evolving field of health behavior. The research and scholarly work of departmental faculty reveals many major publications in a wide array of health behavior, behavioral/social science, and health education journals. Moreover, health behavior has become an important part of many of the department's courses, especially at the doctoral level, and increasingly at the masters level.

The Department discussed the desirability of a name change and possible new names for a period of almost one year. A majority of the faculty felt that the name should be changed. Several different names were considered, but common to most of them were the terms health behavior and health education.

The name change reflects an evolution of the Department and achieves two important goals. First, it better describes the faculty, courses, and multiple service and research interests of this Department. Second, it reaffirms our identity with health education, for which the Department has significant local, regional, national and international recognition. The new name, we believe, will enable us to more effectively recruit the best faculty and students, and permit UNC to maintain a strong leadership position in health education.

The basic committee and staff organizations of HBHE did not change this past year. Departmental activities were administered via five committees. These committees and their memberships were:

Curriculum and Competency Committee

Brenda DeVellis, Chair
Karl Bauman
Eugenia Eng
Ralph Boatman

Faculty Affairs Committee

Vic Strecher, Chair
Rosalind Thomas
Guy Steuart
Richard House
Elizabeth Mutran
Leonard Dawson

Recruitment/Admissions/Traineeship Committee

Allan Steckler, Chair
John Hatch
Jo Anne Earp
Harriet Barr
Ethel Jackson
Carol Runyan

Staff Affairs Committee

Frances Rountree
Linda Cook
Vera Bennett
Gillian Harris
Tracy Kerley
Becky Thompson
Shaune Headen
Angela Bullock

Student Affairs Committee

Bob Flewelling
Shirley Martin
Sandra Malasky
Jon Stucki
Lisa McKay
Donna Spoon
Christiann Timmes
Alfonzo Contraras
Mokuba Petlane

Administrative matters were handled by Frances Rountree, University Manager, Linda Cook, Administrative Assistant (Registrar), Tracy Kerley, Administrative Secretary, Vera Bennett, Accounting Technician, Becky Thompson, Secretary IV, and Gillian Harris, Secretary III.

II. INSTRUCTIONAL PROGRAMS

A. Courses and Curricula

1. Major changes during the year.

Bachelors Program

The major changes during the year in the BSPH program were: the Recruitment/Admissions/Traineeship committee now handles all recruitment and admissions. Three courses, HEED 50, 102, and 141 were taught by teaching assistants. Community diagnosis content was moved from HEED 103 to 102.

Masters Program

From July, 1987 - January, 1988, the MPH curriculum was assessed and revised by the Curriculum and Competency Committee (CCC), with input from the Department's Professional Advisory Committee on two occasions. On February 29, 1988, the Department Policy Advisory Council (DPAC) officially approved the revisions, allowing the CCC to pursue the development of an implementation plan which was submitted on April 25, 1988 for DPAC approval. These changes were approved.

The major changes are:

Applications of the preceptor model for field team practicum and reducing the individual field practicum requirement from 2 to 1 independent projects.

Restructuring HBHE core course requirements into a 12 month sequence (fall, spring and both summer sessions) of course modules providing 9 credits on practice, 8 credits on evaluation research utilization, 4 credits on theoretical foundations, 3 credits on program planning, 2 credits on program management and 1 credit on developing a masters paper proposal.

Restructuring electives and the written comprehensive examination to increase student focus on the masters paper project during the last two semesters of the program.

Reducing the total credit hours from 60 to 54.

The 1 credit course on developing a masters paper proposal is a new requirement for currently enrolled students. New course electives offered this year were HEED 190: Psychosocial Aspects of Aging, and HEED 125: Injury Prevention. EDFO 297: Field Techniques in Educational Research fulfilled the research methods course requirement.

A semi-structured Exit Interview format was designed and used with this year's graduating MPH class. This is an attempt to improve the consistency and quality of the exit interview, and to create a mechanism for feeding back the data to the MPH program. The results from interviewing the two MPH classes immediately prior to implementing the revised curriculum should provide valuable comparisons with responses from students trained through the revised curriculum.

Doctoral Program

The major changes during the year:

The program guidelines were approved.

The guidelines were under constant review and some essential changes were made. The major changes were in the description of credit requirements, the methods for selection of the doctoral comprehensive examination committee, and the procedures for public attendance at the dissertation defense.

A major change in the practica requirement has been approved.

Procedures have been implemented to administer the doctoral examination in a timely and organized manner.

The role of the director of the doctoral program has been clarified. Perhaps the most important clarification is that the RAT committee rather than the director is responsible for all recruitment and admissions activities and for matching advisors and advisees.

An experimental VAXmail system was established for doctoral students, and the space situation for students was improved somewhat.

A grant was submitted to the National Cancer Institute of the National Institutes of Health to support doctoral students. This proposal was approved but not funded.

The doctoral program was advertised to recruit students.

2. New programs being planned or deletions made.

Bachelors Program

Methods for development of a training design to be included in HEED 133.

Masters Program

Implementation of the revised MPH program was scheduled to begin in August, 1988. The development of the required course modules and the field preceptor model will begin in May and continue through the summer. Mr. Leonard Dawson was appointed Field Coordinator. He will recruit and coordinate preceptors. Course Coordinators for each of the Practice, Research, Theory and Management sequences were appointed in April. The Masters Program Director will oversee and coordinate their efforts.

A monitoring and evaluation plan will be developed by the CCC to assess the effects of the revised curriculum and suggest needed modifications on an on-going basis.

Three documents will be written for the revised MPH program:

- (a) MPH Program Description to be used by new students, interested applicants, and the wider SPH/UNC community.
- (b) MPH Program Description with justification and rationale for changes to be used within the Department.
- (c) MPH Program Handbook describing policy and procedures to be followed by HBHE faculty and students.

It is anticipated that the MSPH degree program will not be offered temporarily, beginning August, 1988, so the Department can focus its effort on implementing and monitoring the revised MPH curriculum.

Doctoral Program

Among areas under review are (a) further revision of the doctoral guidelines as necessary to clarify requirements, (b) adjustments to respond to the change in the MPH curriculum, (c) mechanisms to review the doctoral program more systematically, (d) the number of credits for the doctoral seminar. Other continuing considerations include (a) the need to clarify differences in requirements for the DrPH and PhD, (b) course requirements, (c) the specialty area requirement, and (d) sources of funding for doctoral students.

3. Honors programs or special courses.

Masters Program

Upon special demand from students, a 1 credit course on the physiology and biology of major public health diseases was offered in the summer.

4. Participation in interdepartmental or interinstitutional programs.

Brenda DeVellis

International Clinical Epidemiology Network, School of Medicine, Core Faculty Member

Faculty Advisor, Ford Foundation Women's Studies Curriculum Development Project, Duke University-UNC Women's Studies Research Center

Jo Anne Earp

Robert Wood Johnson Clinical Scholars Program

Carol Runyan

Faculty, Behavioral Pediatrics Training Grant, UNC School of Medicine

Faculty Mentor, Primary Care Fellowship Training Program, UNC School of Medicine

5. Comments on the quality of students, their career plans and special achievements.

Bachelors program

The grade point average for applicants for the undergraduate program is 2.760, while the students admitted grade point average is 2.939.

Masters program

The August, 1987 MPH class began with an enrollment of 30 students. By the end of the summer session, six left the program - 3 transferred to other academic programs (MBA, counseling and school health), 1 failed academically, 1 relocated due to spouse's job, and 1 for health reasons.

Overall, the quality of the students admitted has not diminished. Their junior/senior year mean GPA 3.4, and mean GRE scores were 566 verbal and 538 quantitative.

Doctoral Program

The quality of students continues to improve, and some students are outstanding. A plan for recruiting doctoral students is being developed so that even more highly qualified students are admitted.

6. Trends in job placement of graduates.

Bachelors program

Students seek employment in health agencies and in industry. Students also seek admission to graduate school in programs such as health education, health policy, nutrition, social work, education, occupational therapy, nursing and others. The track record in graduate school of these students has been good.

Masters Program

Job opportunities for graduates continue to be excellent. Demands for Department graduates exceeds the number of graduates entering the job market. As in previous years graduates are employed in a variety of settings including local and state health agencies, labor unions, health promotion programs and international health organizations among others.

Doctoral Program

The demand for high quality doctoral students in health behavior and health education appears strong.

7. Minority student enrollment efforts.

Bachelors Program

Seven minority students are enrolled in the current BSPH class.

Masters Program

Two Black Americans, two Native Americans and one Hispanic American were admitted in the August, 1987 class (16% of enrollment). Three received financial assistance at the time of admissions. The two who did not were initially placed on the waiting list and one of them failed academically in the first semester and left the program.

No international student was enrolled with the August, 1987 class, although three had been admitted.

Doctoral Program

There are no minority students currently enrolled in the doctoral program.

8. Significant achievements of majors.

Bachelors Program

Graduates of this program do well in entry-level positions and are promoted regularly. Students who enter graduate school have been very successful.

Masters Program

Four masters students were inducted into Delta Omega honorary society. Two students developed and implemented an AIDS curriculum in cooperation with the North Carolina Chapter of the Society of Public Health Education for the training of health professionals perceived to be at some occupational risk for AIDS. As a group students contribute significantly to the Department mission of providing community service and continuing education to professionals in health agencies across North Carolina.

Doctoral Program

Several doctoral students have papers under review and have published papers in scholarly journals. Some have presented papers at national and international meetings. Their performance is quite remarkable in this regard, and some are well on their way to a professional career before graduation.

Masters Program

II. INSTRUCTIONAL PROGRAMS

C. Teaching Load of Faculty

Faculty Name and Rank	Courses Name and No.	Enrollment	Breakdown of Enrollment	Credit Hours
Barr, Harriet Clin. Asst. Prof. Fall 1987	HEED 90: FIELD TRAINING	3	3 HU	4
	HEED 91: FIELD TRAINING EVAL	3	3 HU	2
	HEED 104: SCHOOL ORGANIZATION FOR HEALTH EDUCATION	12	2 PHO 9 HU	3
Bauman, Karl Professor Fall 1987	HEED 394: DOCTORAL DISSERTATION	1	1 PHO	2
	HEED 350: ADVANCED RESEARCH IN HEALTH EDUCATION	3	3 PHO	3 E-9
	HEED 392: MASTERS PAPER	1	1 PHO	VAR
Blanchard, Lynn Teaching Asst. Fall 1987	HEED 85: TOPICS IN HUMAN SEXUALITY	160	93 AS 10 JO 37 BA 3 GC 6 PY 6 HU 1 EG 4 ED	3
	HEED 85: TOPICS IN HUMAN SEXUALITY	178	7 HU 38 BA 17 GC 100 AS 5 ED 1 PY 9 JO 1 NCX	3
Spring 1988				

Boatman, Ralph
Professor
Fall 1987

HEED 102 COMMUNITY ORGANIZATION FOR HEALTH EDUCATION	18	14 HU 3 AS 1 PHO	3
HEED 90: FIELD TRAINING	2	2 PHO	4
HEED 91: FIELD TRAINING EVAL	1	1 PHO	2

Spring 1988

Cook, Harold
Clin. Asst. Prof.
Fall 1987

HEED 243-1 FIELD WORK: ADVANCED COMMUNITY HEALTH DEVELOPMENT	4	4 PHO	VAR
HEED 241 FIELD WORK: PRG PLAN DEVEL	5	5 PHO	VAR
HEED 244: FIELD WORK EVALUATION	2	2 PHO	VAR

Spring 1988

Dawson, Leonard
Clin. Asst. Prof.
Fall 1987

HEED 130 PRINCIPLES OF HEALTH EDUCATION	34	34 PHO	3
HEED 240: FIELD WORK: INTRODUCTION TO COMMUNITY ACTION	28	28 PHO	3
HEED 243 FIELD WORK: ADVANCED COMMUNITY HEALTH DEVELOPMENT	6	6 PHO	VAR

Spring 1988

HEED 141: PROBLEMS IN HEALTH EDUCATION	3	3 PHO	VAR
HEED 241 FIELD WORK: PROGRAM PLANNING AND DESIGN	4	4 PHO	VAR
HEED 244: FIELD WORK EVALUATION	6	6 PHO	VAR
HEED 392: MASTERS PAPER	7	7 PHO	VAR

DeVellis, Brenda
Associate Professor
Fall 1987

HEED 171: SOCIAL PSYCHOLOGICAL THEORIES OF INDIVIDUAL BEHAVIOR	13	30 PHO 2 GRO 1 HU	3
HEED 394: DOCTORAL DISSERTATION	3	3 PHO	VAR
HEED 142: PROBLEMS IN HEALTH EDUCATION	2	2 PHO	VAR
HEED 392: MASTERS PAPER	2	2 PHO	VAR

Spring 1988

DeVellis, Robert
Adjunct Asst. Prof.
Spring 1987

HEED 351 ADVANCED RESEARCH IN HEALTH EDUCATION	8	8 PHO	3
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Earp, Jo Anne
Associate Professor
Fall 1987

HEED 394: DOCTORAL DISSERTATION	1	1 PHO	VAR
HEED 250 RESEARCH METHODS IN HEED	11	10 PHO 1 GRO	3
HEED 392: MASTERS PAPER	1	1 PHO	VAR
HEED 394: DOCTORAL DISSERTATION	2	2 PHO	VAR

Spring 1988

Eng. Eugenia
Assistant Professor
Fall 1987

HEED 204: SPC STUD BEHAV CHG	2	2 PHO	VAR
HEED 210 UNITS OF PRACTICE III: THE COMMUNITY	20	20 PHO	3

HEED 243-1 FIELD WORK: ADVANCED COMMUNITY HEALTH DEVELOPMENT	6	6 PHO	VAR
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Spring 1988

HEED 232
HEALTH, DEVELOPMENT AND
TECHNOLOGY

13 3

13 PHO

HEED 241: FIELD WORK PROGRAM
PLAN AND DESIGN

4 VAR

4 PHO
4 PHO

HEED 244: FIELD WORK EVALUATION

6 VAR

6 PHO

HEED 392: MASTERS PAPER

3 VAR

3 PHO

Gray, Sue
Instructor
Fall 1987

HEED 142: PROBLEMS IN
HEALTH EDUCATION

2 3

2 HU

Hatch, John
Full Professor
Fall 1987

HEED 109: RURAL HEALTH AND
COMMUNITY ACTION

7 3

1 HU
1 AS
5 PHO

HEED 141: PROBLEMS IN HEALTH
EDUCATION

7 VAR

3 PHO
3 AS
1 HU

HEED 203: SPC STUD BEHAV CH

13 VAR

12 PHO
1 AS

HEED 243: FIELD WORK: ADVANCED
COMMUNITY DEVELOPMENT

4 VAR

4 PHO

Spring 1988

HEED 108: MINORITY HEALTH

15 2

2 HU
3 AS
8 PHO
1 BGC
1 GC

HEED 142: PROBLEMS IN HEALTH ED

3 VAR

3 PHO

HEED 302-2: SOCIAL STUDIES AND
BEHAVIORAL CHANGE

5 VAR

5 PHO

HEED 241: FIELD WORK: PROGRAM
PLANNING AND DESIGN

4 VAR

4 PHO

HEED 244: FIELD WORK EVALUATION

8 VAP

8 PHO

HEED 392: MASTERS PAPER

5 VAD

5 PHO

Hochbaum, Godfrey
Professor
Fall 1987

HEED 394: DOCTORAL DISSERTATION	2	2 PHO	VAR
HEED 141: PROBLEMS HEALTH ED	1	1 PHO	2
HEED 310: DOCTORAL SEMINAR	6	6 PHO	2
HEED 172: PATIENT EDUCATION	24	20 PHO 1 EGC 1 AS 2 HU	3
HEED 392: MASTERS PAPER	3	3 PHO	VAR
HEED 394: DOCTORAL DISSERTATION	1	1 PHO	VAR

Spring 1988

Jackson, Ethel
Instructor
Fall 1987

HEED 90: FIELD TRAINING	2	2 HU	4
HEED 91: FIELD TRAINING EVAL	5	5 HU	2
HEED 103: METHODS AND MATERIALS	19	15 HU 4 AS	3
HEED 133: INTERPERSONAL AND GROUP RELATIONS	13	12 HU 1 EGC	3

Spring 1988

Jorgenson, Cindy
Instructor
Spring 1988

HEED 50: PERS/COMM HLTH BHVR	35	12 AS 13 GC 8 HU 1 BA 1 JO	3
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Moran, Elizabeth
Associate Professor
Spring 1988

HEED 190: PSYCHOSOCIAL ASPECTS OF AGING	5	1 GC 3 PHO 1 GC	3
HEED 304: SPEC STUD BEHAV CHG	1	1 EGC	3

Runyan, Carol
Research Asst. Professor
Fall 1987

HEED 310: DOCTORAL SEMINAR	6	6 PHO	2
HEED 312: DOCTORAL SEMINAR	3	3 PHO	2
HEED 125: INJURY PH PROBLEM	6	5 PHO 1 HU	3
HEED 392: MASTERS PAPER	1	1 PHO	VAR

Spring 1988

Sorenson, James R.
Professor and Chair
Spring 1988

HEED 310: DOCTORAL SEMINAR	6	6 PHO	2
HEED 313: DOCTORAL SEMINAR	3	3 PHO	2
HEED 392: MASTERS PAPER	3	3 PHO	VAR

Steckler, Allan
Assoc. Professor
Fall 1987

HEED 243-2 FIELD WORK: ADV COM IIL DV	6	6 PHO	VAR
HEED 394: DOCTORAL DISSERTATION	1	1 PHO	VAR

Spring 1988

HEED 141: PROBLEMS IN HEALTH EDUCATION: EVALUATION	23	22 HU 1 AS	3
HEED 241: FIELD WORK: PROGRAM PLANNING AND DESIGN	4	4 PHO	VAR
HEED 394: DOCTORAL DISSERTATION	2	2 PHO	VAR

Stewart, Guy
Professor
Fall 1987

HEED 231 CROSS-CULTURAL CONSULTATION	28	28 PHO	3
HEED 243: FIELD WORK/ADVANCED COMMUNITY HEALTH DEVELOPMENT	5	5 PHO	VAR
HEED 394: DOCTORAL DISSERTATION	1	1 PHO	VAR

Spring 1988

HEED 241: FIELD WORK: PROG.
OF ADMINISTRATION

Srecher, Victor
Asst. Professor
Spring 1988

HEED 251: RESEARCH METHODS IN HEED	15	15 PHO	VAR
HEED 392: MASTERS PAPER	3	3 PHO	VAR

Thomas, Rosalind
Clin. Asst. Professor
Fall 1987

HEED 140: PROB HLTH EDUC	2	2 PHO	1
HEED 255: PERSONNEL DEVELOPMENT	22	22 PHO	3
HEED 392: MASTERS PAPER	1	1 PHO	VAR

Welshimer, Kathleen
Instructor
Fall 1987

HEED 150: GROUP DIS LDSHP H/SEX	16	2 PHO 6 AS 5 HU 3 BA	4
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Spring 1988

HEED 150: GROUP DIS LDSHP H/SEX	16	7 AS 2 JO 3 PHO 2 HU 2 ED	4
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III. RESEARCH PROGRAMS

A. Important research projects in operation during the year

Listed below are major research efforts of HBHE faculty, reflecting primarily externally funded projects.

Karl Bauman

"Mass Media and Prevention of Adolescent Smoking." Funded by the National Cancer Institute, Principal Investigator.

"Integrating Tobacco Education into the School System", National Cancer Institute, Co-Principal Investigator.

"Intervention to Reduce Passive Smoking by Infants", National Heart, Lung and Blood Institute, Co-Investigator.

Leonard Dawson

"Training for a Demonstration Project to Develop Planning and Management Capabilities in Health Education at the National Level of Countries in Africa Involved with the Combatting Communicable Childhood Disease Project." Funded by the Centers for Disease Control Cooperative Agreement with ASPH, Co-Principal Investigator.

Brenda DeVellis

"Trainee Choice of Rheumatology Electives: Toward a Deeper Understanding of Educational Decisions", Funded through UNC Multipurpose Arthritis Center grant from NAMS, Principal Investigator.

"Social Comparison Among Parents of Premature Infants", Social/Behavioral Research Section of North Carolina United Way, Co-investigator.

Jo Anne Earp

"Nurse and Physician Interventions to Improve BSE." Funded by the National Health Services Research Center, Co-Principal Investigator.

"New Hanover Breast Cancer Screening Program", National Cancer Institute, Co-Investigator.

"HIV Antibody Testing and Resultant Behavior Changes", American Federation of AIDS Research, Co-Principal Investigator.

"Effects of Guinea Worm Disease on Behaviors Related to Maternal Morbidity and Child Survival, Water and Sanitation for Health Project, AID, Co-Investigator.

Eugenia Eng

"Study in Indonesia and Togo of community participation in water supply projects as a stimulus for community participation in subsequent primary health care activities." Funded by the USAID-Water and Sanitation for Health Project, Co-Principal Investigator.

"Migrant Farmworker Lay Health Advisor Project", US Department of Health and Human Services, Evaluation Consultant.

"Partners in Improved Nutrition and Health Project", Freedom from Hunger, Principal Investigator.

"Assessing and Improving the CDC PATCH Program", Centers for Disease Control, Co-Investigator.

"Study in Nigeria on the Effects of Guinea worm Disease on Clinical and Behavioral Risk Factors Related to Mother's Perinatal Morbidity and Child Survival", Title XII USAID-funded Joint Memorandum of Understanding Program, Principal Investigator.

"Study in Togo and Indonesia of Antecedent Factors to Community Participation in Primary Health Care Activities", Title XII USAID-funded Joint Memorandum of Understanding Program, Principal Investigator.

"Intercountry Health Education Training at the National Level of Countries in Africa Involved with the Combatting Childhood Communicable Disease Project", Centers for Disease Control Cooperative Agreement with ASPH.

"Togo Combatting Childhood Communicable Disease Project", Centers for Disease Control, Principal Investigator.

Robert Goodman

"Evaluation of the Termination of Ten Community Health Promotion Programs", Virginia State Health Department, Principal Investigator.

"Integrating Tobacco Education into the School System", National Cancer Institute, Project Coordinator.

John Hatch

"Cardiovascular Risk Reduction Project", American Heart Association, Principal Investigator.

"Church Based Health Lay Advisor Training Project", Kendall Foundation, Principal Investigator.

Ethel Jackson

"Helping Mothers Program" Funded by the Kate B. Reynolds Foundation, Faculty Coordinator.

Elizabeth Mutran

"Determinants of Recovery Among Older Women", National Institute on Aging, Co-investigator.

Carol Runyan

"UNC Center for Health Promotion and Disease Prevention" Centers for Disease Control, Collaborating faculty.

"Local Government Officials Project". A component of the UNC Center for Health Promotion and Disease Prevention Center. Centers for Disease Control, Co-investigator.

"UNC Injury Prevention Research Center". Centers for Disease Control, Co-Principal Investigator.

"Statewide Injury Surveillance in Emergency Rooms", Centers for Disease Control, Principal Investigator.

"Case Control Study of Residential Fires in North Carolina". Centers for Disease Control, Co-Investigator.

James Sorenson

"UNC Center for HPDP Research and Demonstration Project." Funded by the Centers for Disease Control, Behavioralist.

"New Hanover Breast Cancer Screening Program", National Cancer Institute, Co-Principal Investigator.

Allan Steckler

"Integrating Tobacco Education into the School System", National Cancer Institute, Principal Investigator.

"Development of an Instrument to Measure the Institutionalization of Health Promotion Programs, SPH, HPDP Program, Principal Investigator.

Evaluation of Computerized Nutrition Education for WIC Patients." Funded by the North Carolina Division of Health Services, Maternal and Child Health Branch, Co-Principal Investigator.

Guy Steuart

"Training for a Demonstration Project to Develop Planning and Management Capabilities in Health Education at the National Level of Countries in Africa Involved with the Combatting Communicable Childhood Disease Project." Funded by the Centers for Disease Control Cooperative Agreement with ASPH, Principal Investigator, UNC Evaluation Team.

Victor Strecher

"Physician Smoking Cessation Counseling: Patient Outcomes." Funded by the National Cancer Institute, Principal Investigator.

"Evaluation of Patient Smoking Cessation Counseling." Funded by the American Heart Association, Principal Investigator.

"A Self-Help Quit Smoking Program for Black Americans." Funded by the National Cancer Institute, Investigator.

"Intervention Program to Prevent Passive Smoking in Infants." Funded by the National Heart, Lung, and Blood Institute, Investigator.

"Intervention to Strengthen Smoking Control Policies of Local Health Departments", North Carolina Public Health Association, Principal Investigator.

"New Hanover Breast Cancer Screening Program", National Cancer Institute, Investigator.

"Preventive Cardiology Academic Award", National Heart, Lung and Blood Institute, Investigator.

"Preventive Pulmonary Academic Award", National Heart, Lung and Blood Institute, Investigator.

Rosalind Thomas

"Increasing the Number of Second Nutrition Education Contacts Through Computer Assisted Instruction", Evaluation Contract, WIC Program, MCC Section, North Carolina Division of Health Services, Project Director.

C. Notable publications of the faculty

This listing contains only publications in professional journals and/or books.

Karl Bauman

Gayle Boyd and Associates, "Use of Smokeless Tobacco among Children and Adolescents in the United States", Preventive Medicine, 16, 402-421 (1987).

Fisher, L.A. and Bauman, K.B., "Influence and Selection in the Friend-adolescent Relationship: Findings from Studies of Adolescent Smoking and Drinking", *Journal of Applied Social Psychology*, In press.

Bauman, K.B., Koch, G.G., Fisher, L.A. and Bryan, E.S., "The Use of Smokeless Tobacco by Age, Race and Gender in Ten Standard Metropolitan Statistical Areas of the Southeast United States", *Journal of the National Cancer Institute*, in press.

Bauman, K.B., Koch, G.G., and Lentz, G.M., "Parent Characteristics, Perceived Health Risk, and Smokeless Tobacco Use Among White Adolescent Males", *Journal of the National Cancer Institute*, in press.

Leonard Dawson

Steckler, A., Dawson, L., Goodman, R.M., Epstein, N., "Policy Advocacy: Three Emerging Roles for Health Education," in *Advances in Health Education and Promotion*, Vol. 2, pp. 5-27, JA1 Press, Inc., 1987

Schiller, P., Steckler, A., Dawson, L., and Patton, F. *Participatory Planning in Community Health Education. A Guide Based on the McDowell County, West Virginia Experience*. Third Part Publishing Co, 1987 (Book).

Brenda DeVellis

Anderson, L.A., DeVellis, B.M., and DeVellis, R.F., "Effects of Modeling on Patient Communication, Knowledge and Satisfaction", *Medical Care*, 1987, 25:1044-1056.

DeVellis, B.M., Blalock, S.J., Hahn, P.M., DeVellis, R.F., and Hochbaum, G.M. "Evaluation of a Problem-Solving Intervention for Patients with Rheumatoid Arthritis", *Patient Education and Counseling*, 1988, 11:29-42.

Blalock, S.J., DeVellis, B.M., DeVellis, R.F., and Sauter, S.V.H. "Self-evaluation Processes and Adjustment to Rheumatoid Arthritis", *Arthritis and Rheumatism*, in press.

DeVellis, B.M., DeVellis, R.F., and Spilsbury, J.C. "Parental Actions when Children are Sick: The Role of Belief in Divine Influence", *Basic and Applied Social Psychology*, in press.

Jo Anne Earp

Silliman, R.A., Earp, J.A., Fletcher, R.H. and Wagener, E.H. "Stroke: The Perspective of Family Caregivers", *The Journal of Applied Gerontology*, 6(4), pp. 363-371, December, 1987.

Landis, S.E. and Earp, J.A. "Day Care Center Illness: Policy and Practice in North Carolina" *American Journal of Public Health* 78(3), pp. 311-313, March, 1988.

Ringwalt, C. & Earp, J.A. "Attributing Responsibility in Cases of Father-Daughter Sexual Abuse." *Forthcoming in Child Abuse and Neglect: The International Journal*.

Landis, S.E., Earp, J.A., and Sharp, M. "Day Care Center Exclusion of Sick Children: A Comparison of Day Care Staff, Mothers and Pediatricians", *Pediatrics*, in press.

DeFriesse, G.H. and Earp, J.A. "Care and Treatment of Acute Illness", Chapter 12 in *Handbook of Medical Sociology*, Fourth Edition. Eds., Freeman, H.E. and Levine, S., Prentice-Hall, Inc., Englewood Cliffs, N.J., 1988, in press.

Eugenia Eng

Eng, Eugenia. "Extending the Unit of Practice from the Individual to the Community to Reduce Social Isolation Among the Elderly." *Danish Medical Bulletin*. (In press, Fall 1987).

Robert Goodman

Steckler, A., Dawson, L., Goodman, R.M., and Epstein, N., "Policy Advocacy: Three Emerging Roles for Health Education", W. Ward, ed., *Advances in Health Education and Promotion*, Greenwich, Conn: JAI Press, 1987, Vol 2: 5-27.

Goodman, R.M. and Steckler, A., "The Life and Death of a Health Promotion Program: An Institutionalization Perspective", *International Quarterly of Community Health Education*, 1987-88, 8(1):5-21.

John W. Hatch

Hatch, J. "Outreach in Chatham County" *North Carolina Medical Journal*, 1987, 633-635.

Hatch, J., Cook, G. "AIDS and the Black College Student" *The Black Collegian*, 1987.

Hatch, J., "AIDS and the Role of Churches", *Proceeding of the Southern Conference NCIH*, Washington, 1987.

Hatch, J., and Cunningham, A.C. "Health Education and Action Through the Black Church", *Community Organizations: Traditional Principles and Modern Applications*, Patton, R. and Cissel, W. (eds.) Latchpins Press, 1988 (in press).

Elizabeth Mutran

Mutran, E., "Family, Social Ties and Self Meaning in Old Age: The Development of an Affective Identity". *Journal of Social and Personal Relationships*, 1987, 4: 463-480.

Mutran, E., and K.R. Ferraro, "Medical Need and Use of Services Among Older Men and Women", *Journal of Gerontology*, (forthcoming).

Mossey, J. Mutran, E., Knott, K., and Craik, R., "Determinants of Recovery 12 Months After Hip Fracture: The Importance of Psychosocial Factors", *American Journal of Public Health*, (forthcoming).

Carol Runyan

Tyler, L., Runyan, C., Waller, P., Gerken, E. "Reducing Injuries: Opportunities for Government Leadership". *Popular Government*, (in press).

Runyan, C. "The Epidemiology of Adolescent Injuries", in Engelberg, A. (Editor). *Conference Proceedings: Unintentional Injuries in Adolescents*. Chicago: American Medical Association (in press).

James R. Sorenson

Wertz, D.C. and J.R. Sorenson, "Can't Get No (Dis)Satisfaction: Professional Satisfaction with Professional-Client Encounters" *Work and Occupations*, Vol. 15, No. 1, pp.36-54, 1988.

Wertz, D.C., J.R. Sorenson, and T.C. Heeren, "Communication in Health Professional-Lay Encounters: How Often Does Each Party Know What the Other Wants to Discuss?" *Information and Behavior*, Trans-Action Books, New Brunswick, N.J., Volume 2, 1987, (in press).

Sorenson, J.R., et al., "Reproductive Plans of Genetic Counseling Clients Not Eligible for Prenatal Diagnosis", *American Journal of Medical Genetics*, 1987, 28:283-300.

Sorenson, J.R. and J.P. Swazey, "Sociological Perspectives on Ethical Issues in Medical and Health Care", Chapter 23, *Handbook of Medical Sociology*, Fourth Edition (Frieman and Levine, eds.), Prentice-Hall, Inc., Englewood Cliffs, N.J., 1988, in press.

Allan Steckler

Steckler, A., Dawson, L., Goodman, R., Epstein, N., "Policy Advocacy: Three Emerging Roles for Health Education," *Advances in Health Education and Promotion*, 2:5-27, 1987.

Goodman, R., Steckler, A., "The Life and Death of A Health Promotion Program: An Institutionalization Perspective for Health Education Policy," International Quarterly of Community Health Education Vol. 8(1), 1987-88.

DeFries, G., Woomert, A., Guild, P.A., Steckler, A., Konrad, T.R., "From Activated Patient to Pacified Activist: A Study of the Self-Care Movement in the United States", Social Science and Medicine, in press.

Schiller, P., Steckler, A., Dawson, L., Patton, F.A., Participatory Planning in Community Health Education, Oakland: Third Party Publishing Company, 1987.

Victor Strecher

Rosenstock, I.M., Strecher, V.J., and Becker, M.H. "Social Learning Theory and the Health Belief Model", Health Education Quarterly, Vol. 15, No. 1, 1988.

Cummings, K.M., Strecher, V.J., and Pechacek, T.F., "Counseling Patients to Stop Smoking: A Guide for HMO Physicians". HMO Practice, (in press).

Strecher, V.J., Rimer, B., Monaco, K., "Development of a New Self-Help Guide -- Freedom From SmokingR for You and Your Family", Health Education Quarterly, (in press).

Orleans, C.T., Strecher, V.J., Schoenbach, V.J., et al., "Smoking Cessation Initiatives for Black Americans: Recommendations for Research and Intervention". The Pharmacology of Tobacco Use: A Report of the Surgeon General 1987, USDHHS (in press).

D. Papers presented by the faculty.

Karl Bauman

Progress Report on mass media project, grantees workshop, National Cancer Institute, April, 1988.

"Mass Media and the Prevention of Adolescent Smoking", Health Education Authority, Department of Health and Social Security, Bristol, England, October, 1987.

Leonard Dawson

"Innovative Changes: Approaches to a Client Centered System", October 8, 1987, State WIC Directors Annual Meeting, Raleigh, NC

"Health Education Involvement in the Policy Process: Ways and Means", October 19, 1987, American Public Health Association Annual Meeting, New Orleans, LA

"Evaluation Adolescent Pregnancy Prevention Projects", Legislative Study Commission on Adolescent Pregnancy Prevention, Feb, 1988, Raleigh, NC

Brenda DeVellis

"Social Comparison Processes and Adjustment to Rheumatoid Arthritis". August, 1987. American Psychological Association, New York.

"Attribution Theory." Presented in Symposium on Health Education Theory: Which One and Why Bother. October, 1987. American Public Health Association, New Orleans, LA

Determinants of Colorectal Cancer Screening Among Those at High Risk. April, 1988. Society of Behavioral Medicine, Boston, MA

Jo Anne Earp

"Written Case Simulations: Do They Predict Physicians' Behavior?" Feb., 1988. Southern Society for General Internal Medicine, New Orleans, LA

"Comparing Breast Examination Accuracy of Women and Internists". May, 1988. Society for General Internal Medicine, Washington, DC

"Accuracy of Women's Self-Report of Last PAP Smear". May, 1988. Society for General Internal Medicine, Washington, DC

"Social Support and Compliance with Hypertensive Regimens". Conference on "Optimizing Patient - Practitioner Communications for the Treatment of Hypertension". National High Blood Pressure Program, Behavioral Medicine Branch, National Institutes of Health. Feb., 1988. Washington, DC

"The Quality of Life of Kidney Patients as a Function of the Passage of Time". April, 1988. Society of Behavioral Medicine, Boston, MA

"Tension in Parent Support Groups: Perceptions of Professional and Veteran Parents". Fourth International Parent Care Conference, Philadelphia, Pennsylvania, October, 1987.

Eugenia Eng

"Using Focus Groups to Promote Community Participation in Health Problem Resolution," October, 1987, Society of Public Health Education Meeting, New Orleans, LA

"Do Focus Groups + Training = Community Participation?" October, 1987, American Public Health Association, New Orleans, LA

Presider for panel on International Health Training, October, 1987, American Public Health Association, New Orleans, LA

"Community Participation in Water Supply Projects: A Study of Indirect Effects on Child Survival," October, 1987, American Public Health Association, New Orleans, LA

"Water Supply and ORT: Community Participation Effects," October, 1987, National Council for International Health, Southern Regional Conference, Chapel Hill, NC

"Community Diagnosis in Public Health," November, 1987, AHEC Principles of Public Health Practice, Wilmington, NC.

"Community Participation in Water Supply Projects," February, 1988, World Bank Seminar for Water Engineers, Chapel Hill, NC

"Community Organizing and Health Education: Partners or Odd Couple?", March, 1988, Keynote Address for North Carolina Society for Public Health Education Committee Day Meeting, Winston-Salem, NC

"Intercountry Health Education Training Project: A Trainer's Perspective," April, 1988, CDC Combatting Communicable Disease Project Consultative Meeting, Yamoussoukro, Cote d'Ivoire.

Robert Goodman

"How to Institutionalize a Health Promotion Program," February and March, 1988, Richmond, VA

"Issues in Social Intervention (Program) Implementation," January, 1988, Lineberger Cancer Center, Chapel Hill, NC

"Factors Affecting the Long-Term Viability of Health Promotion Programs in Nonprofit Organizations," American Public Health Association, October, 1987, New Orleans, LA

John Hatch

"Examining the Potential for Improving Health Through Community Action," November, 1987, The Cape Fear Conference of the African Methodist Church, Wilmington, NC

A Progress Report on the Development of Wellness in Black Churches in the Carolinas, April, 1988, Medical Commission, WCC, Geneva.

"The Church as a Wellness Center," April, 1988 Keynote address, Southern Baptist Theological School, Louisville, KY

Preparing Students for Practice in Cross Cultural Setting, April, 1988, St. Louis University, St. Louis, MO

"The Community Corporation as a Mediating Structure," April, 1988, St. Louis, MO

Doing Outreach, July 25, 1987, Health Promotion Workshop, Denmark, SC

Ethel Jackson

"How to Build a Relationship with Teenagers Who are Pregnant," February, 1988, Sanford, NC

Communication and Listening Skills, November, 1987, Department of Social Services, Orange County, NC

Elizabeth Mutran

"Social Support's Influence in Defining the Recovery Process," November, 1987, Annual meeting of the Gerontological Society of America, Washington, DC

"Psychosocial Determinants of Recovery Among Older Women: The Hip Fracture Patient," November, 1987, Annual meeting of the Gerontological Society of America, Washington, DC

"Retirement: Adjustment Processes and Consequences," March, 1988, Annual meeting of the Southern Sociological Society, Nashville, TN

"The Demography of Health Care in the 21st Century," March, 1988, Geriacton Conference, UNC School of Medicine, Chapel Hill, NC

Carol Runyan

"The Epidemiology of Adolescent Injury," Keynote address, American Medical Association Conference, November, 1987, Chicago, IL

"Injury Prevention in North Carolina," North Carolina Preventive Medicine Association, January, 1988, Chapel Hill, NC

"Drowning," Live at Noon Program, WRAL - TV, January, 1988, Raleigh NC

James Sorenson

"Lessons Learned From Large Scale Community Studies", Health Promotion: Interventions That Work Conference, October 1987, Browns Summit, NC

"Predictors of Extended Breastfeeding", American Public Health Association Annual Meeting, October, 1987, New Orleans, LA

Allan Steckler

"Health Education Research Can Influence Practice and Policy: Innovative Experiences from the Experts," American Public Health Association annual meeting, October 1987, New Orleans, LA

"Mark Anthony on Qualitative Methods" (a satire), American Public Health Association annual meeting, October, 1987, New Orleans, LA

Victor Strecher

"The Validity of Self-Reported Health Practices: A Review," American Public Health Association Annual Meetings, October 1987, New Orleans, LA

"Preventing Relapse of Smoking Cessation," UNC Conference on Relapse Prevention, April, 1988.

"Physicians' Assistants' Role in Smoking Cessation Counseling," Tennessee State Physician's Assistant Meetings, September, 1987, Gatlinburg, TN

"Results of a Trial to Enhance Smoking Cessation Counseling by Physicians," University of Michigan's School of Public Health, February 1988, Ann Arbor, MI

"Physicians' Role in Smoking Cessation Counseling," September, 1987, Burlington, NC

"Pharmacists' Role in Smoking Cessation Counseling," October, 1987, Williamston, NC

"Pediatricians' Role in Helping Patients Quit Smoking," Pediatric Grand Rounds Presentation, December, 1987, UNC School of Medicine

"Results of a Trial to Enhance Smoking Cessation Counseling by Physician," Medical Grand Rounds, February, 1988, UNC School of Medicine

"Family Physicians' Role in Helping Patients Quit Smoking," Family Medicine Grand Rounds, March, 1988, UNC School of Medicine

Rosalind Thomas

Matching Your Organization and the Intervention: Strategies for Success, October, 1987, Conference on Health Promotion Interventions That Work, Browns Summit, NC

Potential Computer Applications in Mental Health: Focus on Prevention, January, 1988, Conference on the Use of Microcomputers in Primary Prevention, Chapel Hill, NC

E. Special major items of equipment obtained during the year. - None

IV. PUBLIC SERVICE

A. Activities of faculty member(s).

1. Short courses

Harriet Barr

School of Public Health Conference for Alumni and other Public Health Professionals (director), April, 1988.

Blue Ridge Institute on Tuberculosis and Other Respiratory Diseases.

Ralph Boatman

TOPS (Testing Orientation Program for Students) - This is a summer orientation program for new freshman and parents, sponsored by Undergraduate Admissions Office and General College during the summer and involves counseling and advising students and parents.

Carolina Fair - a special program sponsored by Undergraduate Admissions, Student Affairs, and College of Arts and Sciences for outstanding high school seniors who are invited to the campus for special program, including recruitment.

Leonard Dawson

presentation, December, 1987, UNC School of Medicine
Planning and Management of Health Education in Child Survival Program. Short Course, University of Ibadan, Nigeria, July, 1987.

Brenda DeVellis

Course Director. "Patient/Client Success in Health Promotion and Rehabilitation Programs: Application of Self-Efficacy". Workshop given through Mountain AHEC, October, 1987.

Member, Planning Committee. "Advances in Health Education 1988: Relapse Prevention", Workshop, April, 1988.

Jo Anne Earp

NIAID Conference in Chapel Hill. "How to Plan, Implement and Evaluate AIDS Outreach Programs, January, 1988, AIDS Clinical Studies Group Outreach Subcommittee, NIAID, NIH.

Training session for 25 interviewers for UNC HP/DP Injury Center research grant on house fires.

Eugenia Eng

Workshop for Wilmington AHEC on Principles of Public Health Practice.

Committee Day Workshop for North Carolina Society of Public Health Educators

Intercountry Short Course for Centers for Disease Control.

Regional Workshop for National Council for International Health.

Robert Goodman

Four workshops for Duke University's Office of Training and Development -
Becoming Multi-Cultural in the Work Setting: A Workshop for Staff Advancement.

John Hatch

Workshop for Church Based Health Promotion Project Staff and Board. Penn Center, Frogmore, SC.

Richard House

Co-planner of conference on Building a Statewide Legislative Agenda for Public Health, April, 1988.

Co-planner of Principles of Public Health Practice Course, November, 1987.

Faculty Director of Short Course, "Second Annual Issues and Activities of North Carolina Boards of Health", September, 1987.

Co-planner of Health Risk in the News, September, 1987.

C.E. Programming: Putting the Pieces Together, Presenter, March, 1988.

Ethel Jackson

Helping Mothers Program. Various dates.

Carol Runyan

Injuries in Day Care. Department of Epidemiology Continuing Education Conference.

Planning for Injury Prevention -- workshop for the Division of Health Services, Section on Adult Health.

Implementing Injury Control Through Local Authority - workshop, conducted twice.

Evaluation workshop for North Carolina Fire Educators Conference.

Injury Prevention Among Children and Adolescents - workshop at the SPH Alumni Conference.

Allan Steckler

Principles of Public Health Practice, SPH and AHEC, Wilmington, NC, November, 1987.

Health Promotion Interventions That Work, SPH and DHS, Browns Summit, October, 1987.

Health Education Leadership Workshop, SPH, Browns Summit, February, 1988.

Guy Steuart

Combatting Childhood Communicable Disease Project, 4 week workshop, Ibadan, Nigeria.

Rosalind Thomas

Relapse Prevention, Planning Committee, April, 1988.

Health Promotion: Interventions That Work, Course Director and Presenter, October, 1987.

The Use of Microcomputers in Primary Prevention, Course Director and Presenter, January, 1988.

Worksite Health Promotion, Limited Planning Role, June, September, 1988.

Community Involvement in Environmental Health Issues, Alumni Conference Session, Program Coordinator, April, 1988.

2. Activities within the department

Harriet Barr

Recruitment/Admissions/Traineeship Committee Member

Ralph Boatman

Director, BSPH Program
Curriculum and Competency Committee Member

Karl Bauman

Director, Doctoral Program
Curriculum and Competency Committee Member

Leonard Dawson

Faculty Affairs Committee Member
Co-Director, Masters Program
Liaison - Professional Advisory Committee

Brenda DeVellis

Chair, Curriculum and Competency Committee
Hochbaum Committee Member
Member, Doctoral Comprehensive (sub)committee

Jo Anne Earp

Recruitment/Admissions/Traineeship Committee Member
Hochbaum Committee Member

Eugenia Eng

Director, Masters Program
Curriculum and Competency Committee Member
Liaison to North Carolina Society of Public Health Educators Research and Teaching Committee
Coordinate program for 2 visiting scholars from Hebei Workers Medical College and Ministry of Health Office of Health Education from the People's Republic of China, sponsored by WHO and UNICEF.

John Hatch

Recruitment/Admissions/Traineeship Committee Member
Delta Omega Representative

Richard House

Faculty Affairs Committee

Ethel Jackson

Recruitment/Admissions/Traineeship Committee Member

Elizabeth Mutran

Faculty Affairs Committee Member
Department Computer Coordinator
Equal Opportunity Officer

Carol Runyan

Recruitment/Admissions/Traineeship Committee Member
Hochbaum Committee Member

James Sorenson

Chair
Hochbaum Retirement Committee

Allan Steckler

Chair, Recruitment/Admissions/Traineeship Committee
Ad-hoc Parking Committee
Chairman of Ad-hoc committee on student participation in the Departments new committee structure.

Guy Steuart

Faculty Affairs Committee Member

Victor Strecher

Chair, Faculty Affairs Committee

Rosalind Thomas

Community Service Program Director - C.E. planning, technical assistance policy and response to requests, coordinator of community service requirement for field.
Faculty Affairs Committee Member

3. Activities within the School of Public Health

Harriet Barr

Member, SPH Committee on Awards
Member, SPH Task Force on Development
Assistant Dean & Executive Director, School of Public Health Alumni Association
Member, SPH Committee to Plan 50th Anniversary and Dedication of New Building

Karl Bauman

Chair, Computer and Data Processing Advisory Committee, SPH
 Member, Strategic Planning Committee
 Chair, Small Grants Committee, Program in Health Promotion and Disease Prevention
 Chair, Search Committee, Curriculum in Public Health Nursing

Ralph Boatman

Undergraduate Program Task Force, Member

Leonard Dawson

Central Services and Shop Committee member

Brenda DeVellis

Member, Institutional Review Board

Jo Anne Earp

Biomedical Science Grants Review Committee, member

Eugenia Eng

Faculty Council representative for SPH
 Nominations Committee member

John Hatch

Appointments and Promotions Committee
 Pursuit/Learning Resources Center Committee
 Alumni Associate Board Member
 Strategic Planning Committee

Richard House

Dean's Cabinet, member
 SPH Learning Resources Ctr. Committee
 SPH Health Promotion/Disease Prevention Steering Committee
 Chair, DCHS Departmental Liaison Committee

Carol Runyan

SPH Safety Committee
 SPH Health Promotion/Disease Prevention Steering Committee

James Sorenson

Dean's Cabinet

Director, SPH Health Promotion/Disease Prevention Program

Chair, SPH Health Promotion/Disease Prevention Steering Committee

Allan Steckler

Member SPH Committee on Computers and Curriculum

Member, SPH Committee on Graduate Fellowships

Guy Steuart

Chair, SPH International Health Committee

Victor Strecher

Steering Committee, SPH Health Promotion/Disease Prevention Program

Chair, Secretary for Health and Human Services Innovations in HPDP Award Subcommittee

SPH Awards Committee

Rosalind Thomas

Division of Community Health Service Department Liaison

Steering Committee, SPH Health Promotion/Disease Prevention Program, Teaching Sub-committee, Program Assessment Workgroup

Faculty Representative, Alumni Conference Planning Committee

Liaison, Division of Community Health Service Liaison Committee

4. Activities in the greater University

Harriet Barr

UNC Development Committee

UNC Calendar Committee

Karl Bauman

Policy Board, Carolina Population Center, member

Training Grant Committee, Carolina Population Center, member

Ralph Boatman

Director, Office of Continuing Education in the Health Sciences, Division of Health Affairs

General College Advisor

Chair, Divisionwide Committee on Undergraduates

Member, University Council on Continuing Education

Member, Administrative Board, Division of Extension and Continuing Education

Member, Task Force for Development of Continuing Education Center
Chairman, Continuing Education Center Operations Committee, Division of Health Affairs

Brenda DeVellis

Member, Steering Committee, Multipurpose Arthritis Center
Faculty Advisor, Ford Women's Studies Curriculum Development Project, Duke-UNC Women's Studies Research Center
Core Faculty Member: International Clinical Epidemiology Network

Jo Anne Earp

Health Promotion/Disease Prevention Cancer Task Force
UNC's Hittleman Award for Jr. Faculty Committee
Reviewer/Consultant for:

- a) Pediatric Oncology health education grant on sickle cell education.
- b) MAC (Multipurpose Arthritis Center) grant re-submission to Arthritis Foundation.
- c) Pharmacy Practice grant on community education for cancer prevention; part of CCSP submission.
- d) Cancer Prevention Task Force small grants programs for cancer control.

Eugenia Eng

Faculty Council Representative for SPH
Nominations Committee member

Richard House

Liaison, Division of Community Health Services
Administrative Board of the UNC Extension Division
Committee to plan: UNC Committee to plan Continuing Education and Conference Center for the University

Elizabeth Mutran

Aging Task Force - Health Promotion/Disease Prevention Center

Carol Runyan

Chair, Health Promotion/Disease Prevention Injury Prevention Task Force

James Sorenson

Health Promotion/Disease Prevention Center Operational Committee
UNC Chapel Hill, Committee on Substance Use and Abuse

Guy Steuart

Carolina Population Center Policy Board
Intra Coordinating Committee

Victor Strecher

Cancer Control Task Force, Ctr for HP/DP
Cardiovascular Disease Task Force, Center for HP/DP

Rosalind Thomas

Health Promotion/Disease Prevention Center Cardiovascular Disease Task Force

5. Activities at the State level

Harriet Barr

Task force to Plan 70th Anniversary of Dental Public Health in North Carolina
North Carolina Society for Public Health Educators, member of Scholarship and Professional Education and Practice Committee

Ralph Boatman

North Carolina Public Health Association, member
North Carolina Society for Public Health Educators, member

Leonard Dawson

Chair, Legislative Committee, North Carolina Society for Public Health Educators
Advisor, Legislative Committee, North Carolina Public Health Association
Consultant, North Carolina Division of Health Services
North Carolina Primary Health Care Association, Consultant
North Carolina Public Health Association
North Carolina Legislative Study Commission on Adolescent Pregnancy Prevention, Consultant

Brenda DeVellis

Consultant to Ford's Women's Studies Curriculum Development Project - Duke University
Member, Health Services Research and Development Training Subcommittee, Durham Veterans Administration Medical Center

Jo Anne Earp

Reviewer for the VA predoctoral grant award, Durham, NC

Eugenia Eng

Consultation on community diagnosis to Ruth Mott Foundation project in Monks Corner, SC.

Consultation on designing and monitoring community-oriented primary care programs to Pendleton Primary Care Center in Pendleton, WV.

Consultation on community assessment methods to Orange County Health Department.

Consultation on evaluation to secure grant for Migrant Farmworker Lay Health Advisor Project of Tri-County Migrant Health Center, Newton Grove, NC

Advisory Committee to East Carolina University, School of Medicine, Center for Health Services Research and Development, National Training Program for Community Health Advocacy.

Consultation on training to North Carolina Adult Health Division project to develop a statewide cancer registry.

Robert Goodman

Task Force for a Smoke-Free Class of 2000

John Hatch

The Baptist Foundation, Board Member

Durham Committee on the Affairs of Black People

Education Committee, N.A.A.C.P.

Association of Black University Professors

Task Force on higher education and the black community

Board Member Farm Marketing Project

Advisory Board Student Rural Health Coalition

Richard House

North Carolina Public Health Association - Legislative Committee and Chair, Scholarship committee

Public Health Week Committee member

North Carolina Adult Education Association

Ethel Jackson

North Carolina Society for Public Health Educators

North Carolina Public Health Association

Abundant Life Board - Chapel Hill/Carrboro Home for Unwed Mothers.

Designing and constructing appropriate programs for Helping Mothers, Lee and Chatham Counties.

Training and supervising community coordinators and other volunteer workers in the Helping Mothers Program, Lee and Chatham Counties.

Elizabeth Mutran

State Health Coalition

Carol Runyan

Member, Developmental Disabilities "Healthy Start" Task Force, Division of Health Services

Member, State Trauma Registry Advisory Committee

Written and Verbal Testimony before the North Carolina Medical Database Commission, Department of Insurance

Initiation of discussion to create a liaison position devoted to injury prevention within the Division of Health Services. This has involved preparing a job description, discussion logistics with DHS officials, and developing a funding strategy between UNC and DHS over the course of multiple meetings and months.

North Carolina Public Health Association

James Sorenson

Medical and Community Advisory Board, American Heart Association - North Carolina Affiliate

North Carolina Society for Public Health Educators

North Carolina Public Health Association

Allan Steckler

Member, Chapel Hill/Carrboro Interfaith Council's Health Advisory Committee

Helped Adult Health Section of DHS write a grant to CDC for a Community Chronic Disease Prevention Program

Evaluation of Computerized Nutrition Education Project, North Carolina Division of Human Services, Maternal and Child Health Branch

North Carolina Chapter, Society for Public Health Educators

North Carolina Public Health Association

Rosalind Thomas

North Carolina Division of Human Services - Health Promotion Branch-Program Consultation

Consultations with several local agencies re: Microcomputer applications for their health education programs

WIC Program, MCC Section, North Carolina Division of Human Services, Evaluation and Technical Assistance Contract for CAI Project

Faculty Advisory Group, Cancer Databases Project (NC DHS/NCI)

North Carolina Society of Public Health Educators

6. Activities at the National level

Harriet Barr

Member, Coalition of Health Education Organization - American Public Health Association

Governing Council - American Public Health Association

Chair, Awards Committee, Health Education Section American Public Health Association

Karl Bauman

Site Visit Chair for the National Cancer Institute of the National Institutes of Health, Cornell University Medical College.

Consultant to the State of Connecticut Department of Health Services to plan state-wide smoking prevention programs.

Member, Ad Hoc Review Committee, National Cancer Institute.

Member, National Steering Committee, Smoke-free Class of 2,000 Project (American Cancer Society, American Lung Association, American Heart Association).

American Public Health Association

Population Association of America

American Sociological Association

Society of Public Health Educators

Ralph Boatman

American Hospital Association, Chairman Committee on Educational Essentials

The Journal of Continuing Education in the Health Professions, Member of Editorial Board

American Public Health Association member

Society of Public Health Educators member

ASAHP member

NUCEA member

Delta Omega (Theta Chapter) member

Leonard Dawson

American Public Health Association

Society of Public Health Educators

Brenda DeVellis

American Public Health Association, member

American Psychological Association, member

Association for the Social Sciences in Health, member

Reviewer: Health Education Quarterly, Research in Nursing and Health, Health Education Research.

Assembly for Scientific and Applied Psychology, member

Society of Behavioral Medicine, member

Reviewed 1 grant proposal and was Coordinating Reviewer for 1 proposal for the VA, Health Service Research and Development Service, Dept. of Medicine and Surgery.
Grant reviewer/site visitor for National Institute of Arthritis, Musculoskeletal and Skin Diseases, Multipurpose Arthritis Center Program.
Invited to serve as guest editor for "Current Perspectives" collection on Patient Decision Making for Patient Education and Counseling.

Jo Anne Earp

National High Blood Pressure/Behavioral Medicine, NHLBI, leader of special task force on Social Support and Compliance with Hypertensive Medication.
Contributing Editor, American Journal of Health Promotion
American Public Health Association, Public Health Education Section
Society of Public Health Educators
American Psychological Association, Medical Sociology Section
Society for the Study of Social Problems (SSSP), Health, Health Policy and Services Division.
Association for Social Sciences in Health (ASSH)
Society for Behavioral Medicine (SBM)

Eugenia Eng

American Public Health Association-International Health Section, Chair of the Procedures Committee
American Public Health Association-International Health section, Councillor
Society of Public Health Educators
International Union for Health Education, member
Occasional Reviewer - Health Education Quarterly

Robert Goodman

Reviewer for Health Education Quarterly
Objective Reviewer - Association of Schools of Public Health/Centers for Disease Control Joint Summer Internship Program, Atlanta, GA.
American Public Health Association, member

John Hatch

New World Foundation - Board Member, Chair of Health Committee
Ruth Mott Foundation Board of Directors, Health Committee member
American Red Cross National Commission on the task force on Caregivers of Black Elderly.
NHLBI Project Reviewer
Advisory Board, African Methodist Mission Board

Advisory Board, NCI Task Force on Education in the Black Community.
American Public Health Association member
NABSW member

Richard House

Council on the Continuing Education Unit Task Force Chairman for Research Project
on Assessment of Non-credit Continuing Education and Training.
Associations of Schools of Public Health, Council on Continuing Education
Council on the Continuing Education Unit Research review Committee
American Public Health Association
American Association of Adult and Continuing Education

Ethel Jackson

American Public Health Association
Society of Public Health Educators

Elizabeth Mutran

Editorial Board member, Journal of Gerontology, Research on Aging
Reviewer for Journal of Gerontology, Psychology of Aging, Journal of Applied
Gerontology, Social Forces
Reviewer for National Institutes of Health Small Business Innovation Grants
Special reviewer for an NSF grant
American Public Health Association
American Sociological Association
Gerontological Society of America
Southern Sociological Society

Carol Runyan

American Public Health Association
National Association for Public Health Policy
Society for Epidemiological Research
Society for the Psychological Study of Social Issues
Member, National Academy of Sciences Committee to Advise the American Red
Cross
Member, Injury Prevention and Control Technical Panel of the American Public
Association and the American Academy of Pediatrics
Reviewer: American Journal of Public Health, Pediatric Emergency Care

James Sorenson

American Sociological Association
American Public Health Association
National Society of Public Health Educators
Editorial Board - Health Education Quarterly
Reviewer: American Journal of Medical Genetics, Journal of Health and Social Behavior, Social Science and Medicine, American Journal of Preventive Medicine, Journal of the American Geriatrics Society, Health Education Quarterly, Human Relations, Science Technology and Human Values

Allan Steckler

American Public Health Association
Society of Public Health Educators

Victor Strecher

Consultant American Lung Association
American Public Health Association
NCI Review Committee for Cancer Control and Prevention in Primary Care Settings.

Rosalind Thomas

Society of Public Health Educators
Computer use of Social Services Network
American Public Health Association
APA, Community Psychology Section

7. Activities at the International level

Karl Bauman

Consultant, Health Education Authority, Bristol and London, England.
Member, Audio-Visual Sub-committee for the International Union of Health Education World Conference.

Leonard Dawson

Consultant International Program Office - Swaziland, Kenya, Yugoslavia.

Brenda DeVellis

Member, Subgroup to Develop Social Science Curriculum for International Clinical Epidemiology Network (INCLEN) Research Training Centers
Provided intensive research consultation to medical school faculty in Thailand and Chile.

Eugenia Eng

Consultation on health education programming to Save the Children Project in Tuvalu, South Pacific.

Conduct secondary analysis of focus group data from Togo CCCD Project for Centers for Disease Control, International Programs Office.

Consultation to Ministry of Health in Nicaragua to write grant proposal for developing and evaluating short courses for public health workers in health education.

Consultation on developing generic hygiene education training design for Water and Sanitation for Health Project.

Consultation on community development project design for Bolivia to Partners of the Americas.

John Hatch

Medical Commission - World Council of Churches, Geneva, Commissioner and deputy moderator.

Advisory Board, African Methodist Episcopal Zion Church in Ghana and Nigeria
Technical Advisory Board. Departement Medical Eglise Kimbanquist. Kinshasa, Zaire.

Consultant, Health Service Program Rommogi, Sudan.

Allan Steckler

Evaluator for CCCD workshop help in Nigeria

Participated on a panel which presented the CCCD workshop to the Annual CCCD meeting sponsored by CDC and held in Yamasoukro, Ivory Coast.

Participated in planning the Gateways City Program of the International Union for Health Education Meeting.

Guy Steuart

Consultant, "Partners" (Bolivia) health services and training

Consultant, University of Managua

Consultant, University of Colombia

Consultant, University of Ibadan

Consultant, Foundation for International Eye Care

Consultant, Regional Office, Europe, WHO

Consultant, World Bank

Victor Strecher

Consultant, University of Limburg, The Netherlands

B. Anticipated goals or increases in public service programs in the future

As is documented in the previous section, the Department has maintained a very active public service program, including continuing education initiatives, during the past year. Over the past three years the Department has produced significantly above the Departmental quota regarding FTEs earned through Continuing Education (CE) activities. Given changes in Departmental priorities and activities (see below), it is very likely that the number of FTEs the Department contributes to the School through CE activities will decrease, to the designated Departmental quota if not below. It is likely that the Department faculty will remain as active as they have been in non-FTE producing service activities, particularly professional activities at the state, national, and international levels.

V. FACULTY

A. List of Faculty

1. Full-time

Professors:

Karl Bauman, BA, MA, PhD, Professor

John W. Hatch, BA, MSW, DrPH, Professor

Godfrey M. Hochbaum, BA, MA, PhD, Professor

James R. Sorenson, BA, MA, PhD, Professor and Chair
Health Education Meeting.

Guy W. Steuart, MA, MEd, MPH, PhD, Professor

Associate Professors:

Leonard H. Dawson, AB, MSPH, Clinical Associate Professor

Brenda M. DeVellis, BA, MA, PhD, Associate Professor

Jo Anne L. Earp, BA, ScD, Associate Professor

Elizabeth Mutran, BA, MA, PhD, Associate Professor

Allan Steckler, BS, MPH, DrPH, Associate Professor.

Assistant Professors:

Eugenia Eng, BS, MPH, DrPH, Assistant Professor

Robert Goodman, BA, MA, MPH, Ph.D, Research Assistant Professor

Sandra W. Headen, BA, MA, Ph.D, Research Assistant Professor

Carol W. Runyan, BA, MPH, PhD, Research Assistant Professor

Victor Strecher, BS, MPH, PhD, Assistant Professor

Instructors:

Ethel Jackson, BS, MPH, Clinical Instructor

2. Part-time

Harriet H. Barr, AB, MPH, Clinical Associate Professor

Ralph H. Boatman, Jr., BSEd, MPH, PhD, Professor

Richard House, BA, MPH, Clinical Associate Professor

Rosalind Thomas, BA, MPH, Clinical Assistant Professor

3. Visiting - Tim McGloin

4. Adjunct and joint

Susan Blalock, BS, MPH, Ph.D, Adjunct Assistant Professor

Eva Clayton, BS, MS, Adjunct Assistant Professor

Harold Cook, MSW, PhD, Adjunct Assistant Professor

Henry Debnam, BS, MPH, Clinical Assistant Professor

Robert DeVellis, BS, MA, PhD, Adjunct Assistant Professor

William Dow, AS, MD, Adjunct Assistant Professor

Karen Gentemann, BA, MEd, PhD, Adjunct Assistant Professor

Sue M. Gray, BA, MPH, Adjunct Instructor

William Harper, BS, MA, JD, Adjunct Assistant Professor

John C. Key, BS, MSPH, MSW, PhD, Adjunct Assistant Professor

Amin Khalil, MS, MPH, Adjunct Assistant Professor

David Klein, BA, MA, Ph.D, Adjunct Professor

David McCoy, BS, MEd, MPH, Juris Doctor, Clinical Assistant Professor

Ken McLeroy, MS, PhD, Adjunct Assistant Professor

Rebecca Parkinson, BA, MSPH, Adjunct Assistant Professor

Margaret Pollard, BS, MSPH, Clinical Assistant Professor

Barbara Renner, BS, MEd, PhD, Adjunct Assistant Professor

Miriam Settle, BA, MSHyg, PhD, Adjunct Assistant Professor

Wilbur Webster, BA, MPH, Adjunct Assistant Professor

Jane Vella, MA, EdD, Adjunct Assistant Professor

B. Changes during the year

1. Additions - Two, Dr. Robert Goodman, Research Assistant Professor and Dr. Sandra Headen, Research Assistant Professor.
2. Promotions - None
3. Leaves - None
4. Losses through retirement, resignation, death - Two

C. Proposed additions to faculty:

1. Number - 1
2. Rank - Tenure Track
3. Specializations - N/A

D. Special achievements by faculty--honors, awards, etc.

Leonard Dawson

Outstanding Health Educator, North Carolina Society of Public Health Education Award

Eugenia Eng

Invited by North Carolina Public Health Association to give Keynote Address.

Elected to UNC Faculty Council

Nominated to American Public Health Association Governing Council

Robert Goodman

Inducted into Delta Omega, the National Honor Society for Public Health

John Hatch

Service Award, East Cedar Grove Baptist Association

Special award Community Health Advocate Training Program. Wilson District of African Methodist Church

Allan Steckler

Certificate of Appreciation from American Public Health Association

Victor Strecher

Received the Junior Faculty Development Award to conduct collaboration with Dutch Health Education Department on National Weight Control and Maintenance Program for the Dutch Green Cross.

E. Special assignments of faculty

Karl Bauman

Site Visit Chair for the National Cancer Institute of the National Institutes of Health, Cornell University Medical College.

Jo Anne Earp

Conference Leader, Keynote Speaker, Task Force Director, National High Blood Pressure/Behavioral Medicine, NHLBI.

John Hatch

Team member on WCC task force studying Human Services in selected relocation centers in the Phillipines

Carol Runyan

Consultant, Childhood Injury Project, University of South Carolina School of Public Health

VI. SPECIAL PLANS, PROBLEMS, DEPARTMENTAL DISTINCTIONS, DEVELOPING TRENDS AND OTHER MATTERS OF IMPORTANCE

The Department of Health Behavior and Health Education is in the process of instituting significant changes in terms of its academic programs, faculty activities, and the overall priorities of the Department. Each of these is briefly addressed in this section.

HBHE Academic Programs

The academic year 1987-1988 was a year for the review of and the planning of revisions in both the doctoral and masters programs. The current academic year, 1988-1989 witnesses the implementation of these changes, changes that will be occurring over the next two years. The intent of these changes is to improve all graduate programs and make the training students receive the best possible, given the expertise of the faculty and the resources provided by the School and the University. While it is not expected that these improvements will have a significant impact on applications to the doctoral programs, it is possible that until the full scope and significance of the changes in the masters program becomes public knowledge, there may be a decrease in the number of applications and entering masters students. At the same time, as the changes in the academic programs are taking place, the procedures and process by which students are admitted to the programs have undergone review and there has been an effort to improve the overall quality of students accepted, while maintaining adequate diversity. This process also could lead to a reduction in the number of students entering the masters program.

The Department is also finalizing a review of its BSPH program. This review has been underway for some time, and should be completed by December, 1988. At that time a decision will be made to either keep the BSPH program, but significantly revise it, or to let the program die a natural death, which it seems to be doing. Should the program cease, then the Department and the School will need to discuss the implications of this reduction in FTEs contributed to the School by HBHE. In reviewing the BSPH program the Department has explored means of reducing any significant loss in FTEs earned by HBHE.

A final curriculum issue that HBHE will be confronting this year is a decision involving HBHE 85, "Human Sexuality". At the present time there is no single faculty member with sufficient expertise to offer this course. Accordingly, faculty salary funds are diverted from a regular faculty position to the hiring of part time individuals to teach this course. Moreover, HBHE does not require HBHE 85 of its BSPH students, so the course has no central place in the training of HBHE students. A decision on whether to offer or not offer this course next year will be made in the 1988-1989 academic year.

HBHE Faculty

The faculty of HBHE has remained stable over the past three years in terms of tenure track faculty. There has been some reduction in Departmental resources going to clinical faculty support and an increase in resources going to research faculty positions. A continuing problem confronting HBHE faculty is the nearly incessant demand to assist faculty in other departments in the School and other departments at UNC, especially in the medical school, prepare research grants. During one month alone in the 1987-1988 academic year, the Department received 17 separate requests for a health behaviorist to write major portions of research grants. Given the current research, service, and teaching commitments of the present HBHE faculty, the Department has not been able to respond positively to most of these requests. This is not a good situation, as it could lead to a perception of an unwillingness to collaborate on research initiatives. This is not the philosophy of the Department. However, with an increasing emphasis within HBHE on grants, research, and publications, it is likely that the Department will have to continue to reject many if not most requests for assistance. It may be necessary to explore this issue further with the Dean, since this is in reality a School and University issue, not basically a HBHE issue.

At the present time there is some possibility of recruiting one additional tenure track faculty member to HBHE within the next year. This would help, to some extent, the current pressure on the faculty in terms of requests for assistance on projects outside of HBHE. The financial feasibility of this recruitment is not assured at this time.

HBHE Priorities

It is evident from the above comments that HBHE in 1987-1988 was undergoing significant change in its priorities and that these changes will continue over the next few years. The Department is striving to improve all its academic programs. At the same time there is an increased emphasis within the Department on research and scholarly contributions in the area of health behavior and health education. These priorities will necessarily have a direct impact on how HBHE faculty spend their time. As noted above, there almost certainly will be a reduction in FTEs contributed through continuing education activities. There is also the possibility of dropping the BSPH program, again with a resultant loss in HBHE contributions to the total School FTE tally. It is a time of priority setting within HBHE. It is clear that the Department can not continue to serve all the purposes it has in the past, with the same intensity and allocation of resources, if the Department is to improve its status as one of the major centers of scholarly work in health behavior and health education. This latter objective is now the dominant priority of the Department of Health Behavior and Health Education.

