

HBHE Alumni News

Department of Health Behavior and Health Education
School of Public Health • University of North Carolina at Chapel Hill

Fall 1996



From the Section Chair

Deborah Hollis MPH '92

Welcome to the fall edition of the HBHE Section newsletter. On behalf of the section development committee, I would like to thank those of you who responded to the "We Want to Hear from All of You" section of our last newsletter. It was great hearing from you, and encouraging to know that you are enjoying and appreciate the newsletter so much. Keep the news coming our way!

The Section Committees have been very busy the last few months.

- The Communications folks continue to put out a great newsletter!
- The Program Committee is finalizing plans for the section social event at the APHA conference in New York City in November. Many of you attended last year's social hour in San Diego - we hope to see all of you, and many more, in NYC.
- Plans for the section meeting at the SPH Alumni Association conference in Chapel Hill in April 1997 are underway. We think you'll find this year's event just as interesting and fun as last year.
- In June, the Governing Board of the Alumni Association passed the newly written Section Bylaws.
- The Nominations Committee is seeking nominations for section officers for the Spring election. We encourage people who are committed to the continued success of this section to get involved TODAY!
- Last, but not least, Martha Monnett and I recently met with Dr. Jo Anne Earp, the newly appointed Chair of the HBHE Department, to discuss how the department and section can collaborate. We would like to congratulate Dr. Earp on her appointment and appreciate the strong commitment she has shown to working closely with the section. We look forward to a long and fruitful relationship.

I would like to thank everyone involved in the Section Development Committee - Harriet Barr, Deb Berry, Christina Makarushka, Michelle Mayer, Martha Monnett,

and David Napp - for doing such a great job! If you are interested in serving on any of the committees described in the last newsletter, please contact us today. This is your section, and we need your help!!

We will make every effort to continue to bring you news of alumni, the section, and the department. Thanks, and keep in touch.

Committees

Nominations: contact Martha Monnett at (919) 966-0613 or Martha_Monnett@unc.edu.

Fund Raising: contact Martha Monnett at (919) 966-0613 or Martha_Monnett@unc.edu.

Programs: contact Harriet Barr at (919) 383-2475 or harriet_barr@oit.unc.edu. Correspondence can be mailed to: 4314 Berini Dr. Durham, NC 27705

Membership: contact Michelle Mayer at mmayer@gibbs.oit.unc.edu.

Communications: contact David Napp or Christina Makarushka at (919) 544-4053 or DNapp@aol.com or Makarushka@aol.com. Correspondence can be mailed to: 5821 Loyal Ave., Durham NC 27713.

Bylaws: contact Deb Hollis at (919) 383-6610 or DHollis@sophia.sph.unc.edu.

News Flash!

Schedule Changed for Election of Officers

We will be sending out the ballot to elect officers for the HBHE Alumni Section in our Winter newsletter and installing newly elected officers at the next Alumni Conference on April 11, 1997. Section officers are: President, President Elect/Treasurer, Secretary, and At Large Board Members. There's still time for those interested in taking a leadership role to get their names on the ballot! **If interested, please contact; Martha Monnett by Nov 20th at 919-966-0613 or Martha_Monnett@unc.edu, or mail to Martha at 4104 Livingstone Place, Durham, NC 27707.**

Lucille E. Brownell (MSPH '44) Going from semi-retirement to full retirement at the end of September '96. Will be moving to Beverwyck at 40 Autum Drive # 248, Slingerlands, NY 12159-9987.

Marjorie M. Clements (MPH '50) (Marjorie A. McKnight) She and her husband, Jim, have recently moved to a retirement home in Delaware. Proud parents of 5 children and 6 grandchildren. Love to travel to visit them and to try to find health educators from the class of '50. Please write! 42 Woodland Ct. Seaford, DE 19973-3645. (302)629-4593 ext. 542.

Charles C. Clark (MSPH '52) Retired in '89 from Santa Clara County Health Department. Pacific Island travel in 1995 provided association with native public health (sanitation) personnel, and continuing correspondence - very pleasant experience. Regards to Sorenson and Barr, from 1992 meetings.

William C. Byrd, Sr. (MPH '58) Retired, disability, July '85 from ECU-School of Allied Health/Prof. Emeritus. Has since served as a founding member of the Board of Directors, Greenville Community Shelters. Served a four year term on Board of Trustees, Pitt Community College. Wishes he could be active in HBHE but travel is difficult.

Tom Hurt (MPH '60) Retired June 1, '96 after 40 professional years in public health education as professor - 4 years NC public schools, 7 years Eastern Tennessee State Univ., 6 years. Univ. Nebraska-Lincoln, and the final 23 years at James Madison. Thanks to UNC and the faculty at the SPH in 1959-60 for these great years in a great profession.

Robert Leroy Scott (MPH '62) Married 49 years with 6 children, of whom 5 are happily married, and 8 granddaughters and 5 grandsons. The sixth is looking for a wife. All enjoying excellent health. Living in Monroe, NC for 32 years.

Thomas R. Syre (MPH '79) (Thomas R. Syrewicz) At James Madison University since '92 and was recently granted tenure and promoted to Associate Professor of Health Services Administration. Research and publications focus on health program planning, health care marketing, and alcoholism treatment reimbursement issues.

Merle Carlton Green (MPH '81) (Merle Carlton) Recently completed "Leadership Roanoke Valley," a community leadership development program of the Chamber of Commerce. The program identifies: community leaders; develops their potential; exposes up-and-coming leaders across the state; and is often a stepping stone to holding public office.

Marianne Gemming Jones (MPH '82) (Marianne Gemming) Has taken time out to raise her children Evan (4) and Ashlan (2). Pursuing certification as a childbirth educator through National ASPO/Lamaze organization. Would love to hear from anyone doing childbirth education or lactation consultation! 102 Westview Dr. Carrboro, NC 27510; (919)933-9042; MGJONES@nando.net.

Walt Tinling (MPH '82) Currently Head, Medical Resources Programming Branch on staff of the Surgeon General of the Navy. Works in the Pentagon and budgets resources to support Navy Medicine around the world, approximately \$4.5 billion per year. On June 27, gave a paper at the National meeting of the Society of Cost Estimating and Analysis titled Protecting Readiness Utilizing a Capitation Financing Methodology in DoD Health Care. Graduated from George Washington University June '96 with a Masters in Secondary Education. cno0wwt@bumed30.med.navy.mil.

Lucy Siegel (MPH '84) July '94, hired as director of Eugene DuPont Preventive Medicine and Rehabilitation Institute. The goal of PMRI is to improve the health and status of people in communities we serve, by identifying the need for and assuring the full provision of activities which effectively promote health, prevent disease, and minimize disability. Anyone interested contact Lucy at SIEGEL.L@MCD.GEN.DE.US or (302)428-4272.

Jill Moore (MPH '88) (Jerrel D. Moore) She and husband David Hubacher (MPH BIOS '88) have a daughter. Helen Moore Hubacher was born Jan. 25, '96. In May '96, graduated from UNC Law School. Plans to serve as a law clerk for Justice Willis Whichard of the NC Supreme Court for one year and then forge a career path that combines public health with law.

Nancy Beam (MPH '93) Back in the US for awhile in an Entry-to-Practice nursing program at Columbia University. Spent last 2 1/2 years country hopping in East Africa, mostly training and supervising refugees and displaced persons in community health worker programs.

Holly Jones (MPH '93) Recently accepted a position as Executive Director of the YWCA in Asheville, NC. She and the YWCA were featured in articles in the local press and the YWCA was commended as a model for non-profits in a recent editorial.

Krista (Maynard) Robinson (MPH '95) (Krista Maynard) Working at the Center for Gun Policy and Research within the Center for Injury Research and Policy at John's Hopkins — very dynamic and challenging research position and loves it!

Coffee with a Conscience

by Deborah Hilgenberg, MPH '92

I love coffee and Costa Rica. In 1991, I studied the rural health care system there and always intended to return to "finish" my project. So when I was offered a trip to coffee farms in Costa Rica, it seemed like divine intervention. Beyond learning a bit about health and safety issues for farm workers, I saw the "ecological model" of community development in action.

The average farm in Costa Rica is less than seven acres, is owner-farmed, and is worked by hand. Small farmers, even if they own their land, have limited access to financing, supplies, transportation, processing facilities, and markets. They are dependent on middlemen and fluctuating world markets, and are often the victims of environmental problems too. But in Costa Rica, the cooperative model has put the control of processing and marketing in the hands of the growers who share profits equitably. Not only do cooperatives raise incomes and empower the members, they have founded other services (libraries and grocery stores), leased land to landless families, started schools, begun reforestation programs, and supported artisans. Two cooperatives I visited are buying land from retiring farmers to protect it from development. Cooperatives are experimenting with organic methods and diversifying crops; instead of relying solely on coffee they are returning to more traditional crops like beans, oranges, and vegetables.

My sponsor for this trip was Equal Exchange, a Massachusetts-based importer that operates on principles of "fair trade" (not to be confused with "free" trade). In very simple terms, fair trade translates to a guaranteed minimum price to the producer and a long-term relationship between producer and buyer. The price paid to the farmer may go

above this minimum, but it will not go below it. What does this mean to the small coffee farmer in the Co-op? Market price, set by Wall Street, was \$0.94/pound in January. Equal Exchange pays \$1.26/pound minimum. Of that extra 32 cents, 40% goes directly to the farmer, and the rest goes into Co-op activities such as the loan fund. Even with this extra boost, incomes are low for coffee growers; the average gross income from coffee production is \$1,800/year.

I doubt that these farmers ever heard of the ecological model, but they know that schools, libraries, reforestation, art, and farming are all entwined to make a healthy community. So the next time you are having a cup-a-joe, think

about the equitable and sustainable development that's happening in rural Costa Rica and be inspired.



In Costa Rica, the cooperative model has put the control of processing and marketing in the hands of the growers who share profits equitably



From the Chair

Jo Anne Earp



We are anticipating an exciting year ahead for HBHE. Planning for the new Social and Behavioral Science Core course (HBHE 131) is off and running, and we will offer the two-credit course for the first time in the Spring of 1997. It will be required for all non-HBHE MPH, MSPH, MHA and DrPH students in the

School of Public Health who are not fulfilling the requirement through an approved course in one of the other SPH departments. We expect 100 students and will use lectures and small group discussions to present research findings, methodological approaches and implications for practice across four levels of application: individual, organizational, community and population. With the help of doctoral student Ronda Zakocs, I will carry forward, as course leader, the work that Jim Sorenson started last year. Most of the HBHE faculty will lecture in the class, and doctoral students will facilitate small groups.

This year we will embark upon the search for one and possibly two new faculty members, as well as begin evaluation of the MPH program, specifically the balance between the field component and core and elective courses. Finally, led by Carol Runyan, a faculty committee has been working on a continuing education plan that will result in a Summer Institute, hopefully as early as next summer. Achieving these goals will challenge and enrich us in the coming years and, once met, will help us better

serve the needs of the changing public health environment in the Year 2000 and beyond.

Although on a Kenan leave sabbatical in 1996-1997, Jim Sorenson will assume the editorship in September of Health Education Research, with Allan Steckler remaining as associate editor. Geni Eng, having returned from a year's leave spent in Ternopil, Ukraine, assumed the position of Director of the Master's Program in August. Karl Bauman will remain head of Student Traineeship Admissions and Recruitment (STAAR) and Brenda DeVellis will continue to lead the doctoral program and the Curriculum and Competency Committee (CCC).

I'd like to sincerely thank all of you who have offered me your congratulations and best wishes as I assume my responsibilities as Department Chair. I am struck by the honor of my appointment, and will do my best to live up to your expectations. I also look forward to working with the HBHE Alumni Section, the SPH Alumni Governing Board, and our own Professional Activities Committee (PAC).

We hope to develop new opportunities for practice for graduates as well as internships for current students. One of my promises to those groups is to work with them to ensure the largest attendance ever by students, alumni and especially HBHE faculty at the Annual Alumni meeting on Friday, April 11th. I have promised the same thing to Sheryl Taylor, HBHE student and leader of the school's Minority Student Caucus and Lumbe Davis, HBHE student and director of the Minority Health Conference, which this year will focus on cancer. It will be held February 13th and 14th. So, mark your calendars now for both of these events!



Faculty News

Dr. James R. Sorenson, Professor HBHE, was named Executive Editor of the international journal *Health Education Research*, on September 1, 1996. Published by Oxford University Press, the journal publishes articles which integrate theory and practice in health behavior and health education. Dr. Sorenson will direct the activities of the editorial office, which will be located at UNC.

Dr. Brian Cheuvront, Research Asst Prof in HBHE, received a \$7,000 grant from the Lineberger Comprehensive Cancer Center for a study titled "The Relationship of Known Risk Factors and Lay Risk Perceptions on Behavioral Intentions to Seek Breast Cancer Screening". The goal of this study is to help women develop realistic perceptions of their risk for developing breast cancer and measure the effect perceptions have on intentions to utilize breast cancer screening.

Student News

Michael Cassell, doctoral student, received the first Godfrey and Lore Hochbaum Scholarship. This Scholarship was established to honor Dr. Godfrey Hochbaum an emeritus professor in HBHE, for his many and enduring contributions to the field of Health Behavior and Health Education. Michael Cassell was selected for his outstanding academic and professional qualifications for doctoral training.

Kim Falkenstein, MPH2 and **Margaret Thorley**, MPH1 received a national Wyeth Ayerst Laboratories Scholarship for Women in Graduate Medical and Health Business Programs in the amount of \$2,000 through the Business and Professional Women's Foundation.

Michelle Collins, **Sean Lucas** & **Alexis Moore**, all MPH2, were selected as 1996-97 North Carolina Albert Schweitzer Fellows.

Ronda Zakocs & **Lisa Cohen**, doctoral students, received Cecil Sheps Predoctoral Fellowships.

Elena Carbone, doctoral student, was awarded a predoctoral fellow appointment to the Cancer Control Education Program of the UNC Lineberger Comprehensive Cancer Center, starting August 1, 1996.

Jay Bernhardt, doctoral student, was selected for Honorable Mention for his proposal submitted under the US Department of Health and Human Services (DHHS) Secretary's Award for Innovations in Health Promotion and Disease Prevention competition. His proposal was chosen as one of the twenty top papers submitted.

Around the Department

HBHE Professional Advisory Committee Update

by Karen Strazza Moore, MPH '91

Since its establishment in 1970 under the leadership of Guy Steuart, the HBHE Professional Advisory Committee (PAC) has played a key role providing advice and guidance to the department in areas such as curriculum, field work and career development. The committee is comprised of health education professionals from across the state who work with HBHE faculty to assure that the department curricula address practice issues in a current and realistic fashion, and that research and curricula are expeditiously linked to practice settings.

This past academic year PAC has undergone a transition with the retirement of Leonard Dawson and the loss of several key PAC members. Since Leonard's departure, the committee has been busy with the support of the HBHE faculty reexamining its role in the department and revising its operational guidelines. With six new health education professionals recently recruited as members, the committee is ready to begin its job again serving as a link to the field of health education. These new members represent a variety of capacities and settings and will further strengthen the committee's ability to guide the department in training cutting edge health education professionals.

Recently PAC members participated in the search for a department chair, implementation of a workshop on Popular Education, development of a program management course and student orientation activities. In addition to serving in an advisory capacity, future plans for PAC include implementing another successful Career Information Day organizing continuing education workshops and participating in the upcoming search for new HBHE faculty members. For more information about PAC, please contact Karen Strazza Moore at 919-715-0121.



Professional Advisory Committee seeks Nominations for Eunice N. Tyler Award

The HBHE Professional Advisory Committee needs your help in finding an exceptional HBHE alumni for the Eunice N. Tyler Practice Award. This award is for someone who has practiced health education in any practice setting for a period of no less than 10 years and has demonstrated leadership in the agency/organizations in which they are employed and in community professional groups. The tenth award will be presented at the annual Awards ceremony during the Alumni conference on April 11, 1997. If you know of someone who meets this criteria and want to recognize their contribution to the field of Health Education, please nominate them for this important award. For a nomination form or for more information, please contact Teresa Pittman at 919-966-3918. Completed nomination forms and one to two letters of support for each nominee are due March 1, 1997.

Health Communications Research Laboratory

by Brian Cheuvront

The Health Communications Research Laboratory (HCRL) is now in its sixth year of operation. Brian Cheuvront, Ph.D., a Research Assistant Professor in HBHE, became the interim director in September of 1995 when Vic Strecher left UNC to take a position at the University of Michigan. Besides Dr. Cheuvront, the Lab employs five full-time staff and provides assistantships to 10 students (3 doctoral and 7 MPH). Among the

projects the HCRL is currently working on are several in the areas of smoking cessation among pregnant women, increasing cancer screening among women over 50, osteoporosis prevention, and breast cancer risk perceptions. For more information contact Brian Cheuvront, Ph.D at (919) 966-3917 or email at brian@unc.edu.

The Legacy of Nina Wallerstein's Popular Education Class Lives On

by Kat Turner, MPH '96

The Department was thrilled to have Nina Wallerstein, Dr.P.H. as a visiting scholar from the University of New Mexico this past spring semester. Her popular, or empowerment, education class covered the philosophy of Paulo Freire and other educators in the field. Nina employed popular education pedagogy in teaching methodology, meaning that students learned by doing. The class culminated in a popular education workshop on May 9, attended by more than 80 university staff, students, and community members.

Inspired by the May workshop, a group of HBHE Masters students offered a similar workshop at the Southeastern Cardiovascular Disease Conference on August 17 in RTP. The Durham County Health Education Division will be facilitating an empowerment education training at the N.C. Chapter of the Society for Public Health Education, Inc. Annual Meeting on October 3 in Asheville. Popular education has clearly made a strong impact on North Carolina health educators.

Other News

In Memory of Theron H. Butterworth

by Harriet Barr, MPH '48

Recently, I received a letter informing me of the death of Dr. Theron H. Butterworth, July 27, 1996, in Hershey, PA. Ted was a member of the Class of 1945 (second class in health education at the SPH) and a recipient of one of the early Kellogg Fellowships. During his professional career, he was a Public Health Consultant, US Public Health Service. The family requests that memorial contributions be sent to the contributor's favorite charity.

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Editors

Christina Makarushka Makarushka@aol.com
David Napp DNapp@aol.com
(919) 544-4053

Editorial Board

Barbara Chavious, Linda Cook, Jo Anne Earp,
Deborah Hollis, Martha Monnett

Layout

David Farrell

We Want to Hear From All of You!

Please take a few moments to share with us any personal or professional news that you would like included in a future edition of the HBHE Alumni News.

Name _____ Year Graduated _____

Name at Graduation _____ Degree _____

Home Address _____

E-Mail _____ Phone (Home) _____ (Work) _____

Organization _____

Business Address _____

Position/Title _____ Date Started _____

Personal/Professional News _____

This information will be used to update the HBHE alumni database. Please check which information you do **not** want printed in the newsletter.

☐ address

☐ phone

☐ e-mail

Newsletter Feedback

Please let us know what you liked about this newsletter and what you would like to see different in the future. _____

Please mail to David Napp and Christina Makarushka at 5821 Loyal Avenue, Durham, NC, 27713, or e-mail DNapp@aol.com or Makarushka@aol.com.

Mark Your Calendars!

November 18	HBHE Social at the APHA Annual Meeting
November 20	Nominations for Alumni Section officers are due
February 13-14	Minority Health Conference
March 1	Nominations for Eunice Tyler Award are due
April 11	SPH Annual Alumni Conference/HBHE Section Meeting



Come mingle with old friends and colleagues at APHA...



Monday, November 18, 1996
5:00 to 6:00 pm (before the SPH social hour)
New World Grill, 329 W. 49th St., NYC, (212) 957-4745.
Cash-bar and snacks.

Linda Cook, Registrar
Department of Health Behavior and Health Education
Campus Box 7400
University of North Carolina
Chapel Hill, NC 27599-7400

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ADDRESS CORRECTION REQUESTED

DR. VICTOR J. SCHOENBACH
DEPT. OF EPIDEMIOLOGY SPH
MCGAVRAN GREENBERG HALL
UNC CH CB 7400
CHAPEL HILL NC 27599-7400 X