



Visions &  
Strategies for a  
Healthier  
West Virginia

The mission of SHEC is to provide opportunities for networking, education and involvement that enhance health promotion efforts in West Virginia.

Conference Focus

- Health Care Reform
- Community Based Initiatives
- Technology & Health
- Chronic Disease Prevention & Management

# 32nd Annual SHEC Conference

The Resort at Glade Springs  
April 12-14, 2011

The State Health Education Council of West Virginia (SHEC) will be having its 32nd Annual Conference at The Resort at Glade Springs, April 12-14, 2011, in Daniels, West Virginia. The theme of this year's conference is "Visions & Strategies for a Healthier West Virginia."

Perry Bryant, Executive Director, West Virginians for Affordable Health Care, is scheduled to be the Keynote Speaker to begin the SHEC Conference. His organization has hosted town hall meetings throughout West Virginia and has formed a Health Care Implementation Coalition.

Helen Matheney, Director of the West Virginia Alzheimer's Outreach and Registry at the Blanchette Rockefeller Neurosciences Institute at West Virginia University, will be our keynote speaker on Wednesday. She will discuss critical issues that impact the health of West Virginians, specifically how federal healthcare reform will affect our state. In addition, she will discuss risk factors that lead to chronic illness, including Alzheimer's disease.

**Health Enhancements  
Tuesday, April 12, 2011**

Bowling  
Swimming  
Tennis  
Yoga  
Zumba and More  
Eligible health enhancement participants will be included in a special prize drawing.

Nancye Miller Bazzle, M.P.H., Deputy Commissioner, Health Improvement Section, Bureau for Public Health, has graciously agreed to provide closing comments for the SHEC conference. She has been actively involved in the advancement of health systems and policies at the state and national level over the past 35 years.

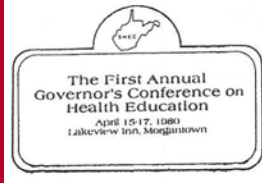
<b>Tuesday, April 12</b>	
10:00—12:00 p.m.	Exhibit Set-Up & Registration
1:30—3:00 p.m.	Opening Keynote
3:15—4:30 p.m.	Concurrent Session #1
7:00—9:00 p.m.	Health Enhancements
<b>Wednesday, April 13</b>	
8:30—10:00 a.m.	Keynote
10:15—11:30 a.m.	Concurrent Session #2
11:30—1:00 p.m.	SHEC President's Luncheon And Awards Ceremony
1:00—2:15 p.m.	Concurrent Session #3
2:30—3:45 p.m.	Concurrent Session #4
4:00—5:15 p.m.	Concurrent Session #5
7:00—9:00 p.m.	SHEC Reception
<b>Thursday, April 14</b>	
8:30—9:45 a.m.	Concurrent Session #6
10:00—11:30 a.m.	Closing Keynote

## SHEC GIVES BACK

Please bring a donation of canned goods and other non-perishable food items to be donated to an area food pantry.



Visit [www.statehealtheducation.com](http://www.statehealtheducation.com) for updates!



The First  
SHEC  
Conference was  
held April 15 -18,  
1980 at the  
Lakeview Inn in  
Morgantown and  
was called the  
Governor's  
Conference on  
Health  
Education.



## The Resort at Glade Springs

The Resort at Glade Springs is located in Daniels, West Virginia on 4,100 scenic acres in the Appalachian Mountains of West Virginia. There is easy access from I-64 and I-77. The Resort at Glade Springs is approximately 15 minutes from Beckley, 50 miles from Charleston and 5 miles from Raleigh County Memorial Airport. The Resort at Glade Springs has 203 guest rooms ranging from traditional hotel rooms and suites to stand-alone villas and lodges—satisfying every type of lodging need for individuals, families and family reunions, groups, corporate retreats, meetings and conferences. All rooms feature color TV, telephone with voice mail & data port, wireless high-speed internet access, clock radio, hair dryer, coffee maker, iron & ironing board, and individual climate control.

Please call **1-877-847-8516** to make your reservations.

A block of rooms have been reserved (\$109) until **March 11th**.



## SHEC Networking Reception

You are cordially invited to a SHEC Networking Reception on Wednesday, April 13 from 7:00—9:00 p.m. at The Resort at Glade Springs. Entertainment for this evening will be the “The Boatmen.” Take advantage of this social evening to network with fellow “Species.” The SHEC Board of Directors and long time SHEC members look forward to sharing an evening with you.

## SHEC Annual Awards

**Commemorative Health Advocacy Award** - The SHEC Commemorative Health Advocacy Award was established in 2004 to honor SHEC members who have passed away, through recognition of the health educators of the future. This award is presented to a student studying community or public health in West Virginia who has demonstrated leadership in both service and scholarly activities, while actively exemplifying a healthy lifestyle. SHEC membership is encouraged, but not required.

**Health Advocacy Award** - The Health Advocacy Award is designed to recognize an individual, organization, or community that has demonstrated leadership in developing and implementing an innovative health promotion or health advocacy project. While limited to West Virginia projects, the award recipient need not be a member of SHEC. The project must actively support a healthier lifestyle through health promotion and disease prevention strategies.

**J. Nelson Parker Youth Advocacy Award** - The J. Nelson Parker Youth Advocacy Award was instituted in 1999 in honor of Nelson Parker, long time youth advocate and SHEC member. This award is presented to an individual or organization with exemplary service and contributions benefiting and actively furthering the potential of West Virginia youth. To qualify, an individual or organization must demonstrate excellent service and contributions to the youth of West Virginia throughout the past year (50%); and outstanding contributions that further the potential of West Virginia youth (50%).

**SHEC Outstanding Organizational Leadership Award** - The SHEC Outstanding Organizational Leadership Award is presented to an organization with excellent service and commitment to SHEC and health promotion activities in West Virginia. Nominations will be evaluated on excellent service and contributions to SHEC throughout the past three years (50%); and contributions that further the growth of health promotion activities in West Virginia (50%). The organizational recipient should embody SHEC goals and set an example of Best Practices in Health Promotion.

**Karen R. King Distinguished Service Award** - The Karen R. King Distinguished Service Award is an honor given to a SHEC member, selected by the past three recipients of the award. Criteria for recipients are based upon service and contributions to SHEC for a minimum of three years; plus professional activities related to health promotion; and public service to the community. The criteria for the award should be weighted and includes: Outstanding service and contributions to SHEC for three years or more (50%); professional activities—especially those related to health promotion (35%); and public service to the community (15%).

Please submit your nominations by **March 11th** to **Donnie Haynes, SHEC Nomination Chair**

Phone: 304-558-5388 1-800-642-8522 (in WV) Fax: 304 558-2183

E-Mail: [donnie.w.haynes@wv.gov](mailto:donnie.w.haynes@wv.gov)

# Conference Schedule

TUESDAY, APRIL 12			
Time	Session	Speaker	Topic
1:30—3:00	<b>Keynote</b>	Perry Bryant	Health Care Reform
3:00—3:15	Break	REFRESHMENTS	EXHIBITS
3:15—4:30	Session #1	Cybele Boehm & Kristy Blower	Coordinated School-Public Health Partnership
3:15—4:30		Jim Keresztury	Educating West Virginians about Clinical Trials
3:15—4:30		Janie Leary & Christa Ice	Decide to Care for YOU: A Pilot Study
5:00—7:00		Dinner on Your Own	Bunkers, Small Talk Café, Glade's Grill
7:00—9:00		Health Enhancements	Leisure Center
WEDNESDAY, APRIL 13			
8:30—10:00	<b>Keynote</b>	Helen Matheny	Alzheimer's Disease to Healthcare Reform: Critical Factors
10:00—10:15	Break	REFRESHMENTS	EXHIBITS
10:15—11:30	Session #2	Darryl Cannady	"Tell a Friend" about Mammogram Screening & Early Detection
10:15—11:30		Nancy Daugherty	Health Literacy: Help Your Patients Understand
10:15—11:30		Lynn Erdman	Increasing Colorectal Cancer Screening in West Virginia
11:30—1:00	Lunch	SHEC President's Luncheon & Awards	President Sam Crosby, Jr.
1:00—2:15	Session #3	Gerri Dino	Community-Based Participatory Research: Making Research Work for Communities
1:00—2:15		Jaunita Conaway & Caroline Schlatt	Promoting Comprehensive Cancer Using Social Media
1:00—2:15		Sally Hurst	Building a Healthy Aging Program Infrastructure in West Virginia...What Can You Do?
2:15—2:30	Break	REFRESHMENTS	EXHIBITS
2:30—3:45	Session #4	Jaunita Conaway & Caroline Schlatt	Grant Writing 101
2:30—3:45		Janie Leary	Community-Based Participatory Research: West Virginia Health Needs Assessment
2:30—3:45		Lindsay Elkins	Addressing Needs of School Nurses in West Virginia While Improving Care for Students with Asthma-Friendly Schools Initiative
3:45—4:00			EXHIBITS
4:00—5:15	Session #5	Brenda Porter & Linda "Kay" Davis	Calling for Your Health
4:00—5:15		Gerri Dino & Rose Pignataro	Clinical Translational Research: Strategies for a Healthier West Virginia
4:00—5:15		Susan Faulkner & Stephenie Kennedy	Reaching Out to West Virginia Women Through Bonnie's Bus
5:15—7:00	Dinner	On your own	Bunkers, Small Talk Café, Glade's Grill
7:00—9:00		The Boatmen	SHEC Reception
THURSDAY, APRIL 14, 2011			
8:30—9:45	Session #6	Mary Beth Shea	ARC/Benedum School-Community Partnerships for Children's Oral Health in West Virginia
8:30—9:45		Keith Zullig, Laura Lander, Tara Surber Fedis, Elizabeth Earley, & Jessica Perdue	West Virginia's Prescription Drug Abuse Problems and Solutions
8:30—9:45		Jessica Wright	Making Health the Norm
9:45—10:00	Break	REFRESHMENTS	EXHIBITS
10:00—11:30	<b>Keynote</b>	Nancye Bazzle	Future Direction of Public Health in West Virginia



# 2011 STATE HEALTH EDUCATION (SHEC) CONFERENCE

## EXHIBIT – SPONSORSHIP – AD OPPORTUNITIES

32nd ANNUAL CONFERENCE—APRIL 12-14, 2011 THE RESORT AT GLADE SPRINGS, DANIELS, WV

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

### EXHIBIT INFORMATION (Please indicate which exhibit fee applies to your organization):

- \$125 FOR -PROFIT ORGANIZATION. Begin Exhibit Set-Up April 12, 10:00 a.m. Teardown April 14, Noon  
I represent a for-profit organization and would like to exhibit at the SHEC Conference. This fee includes table, chair, table skirt. The exhibit fee includes one SHEC membership.
  - \$50 NON-PROFIT ORGANIZATION. Begin Exhibit Set-Up April 12, Noon Teardown April 14, Noon  
I represent a non-profit organization and would like to exhibit at the SHEC Conference. This fee includes table, chair, table skirt. The exhibit fee includes one SHEC membership.
- If you would like to register for the conference, complete the SHEC Conference Registration Form.  
●Requesting electric hook-up? Yes \_\_\_ No \_\_\_

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### SPONSORSHIP OPPORTUNITY

SHEC is a non-profit agency with the mission of providing opportunities for networking, education and involvement that enhance health promotion efforts in West Virginia. If you or your agency would like to contribute to this on-going mission, please indicate below. These funds will go directly to further the mission of SHEC through the conference and widespread education. Your contribution is appreciated.

- Platinum Level: \$ 5,000 Donor will receive:
  - Full-page ad in the 2011 conference booklet
  - 4 full registrations to the 2011 conference
  - Track sponsorship with 5 concurrent sessions
  - Exhibit opportunity
  - Special recognition at the conference
  - Sponsorship of 4 student registrations
- Gold Level: \$2,500 Donor will receive:
  - Full-page ad in the 2011 conference booklet
  - 3 full registrations to the 2011 conference
  - 1/2 track sponsorship with 3 concurrent sessions
  - Exhibit opportunity
  - Special recognition at the conference
  - Sponsorship of 2 student registrations
- Silver Level: \$1,000 Donor will receive:
  - Full-page ad in the 2011 conference booklet
  - 1 Full registration to the 2011 conference
  - Exhibit opportunity
  - Special recognition at the conference
- Friend of SHEC: \$500 Donor will receive:
  - 1/2 page ad in the 2011 conference booklet
  - 1 full registration to the 2011 conference
  - Special recognition at the conference

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### 2011 CONFERENCE PROGRAM AD OPPORTUNITY (We will contact you for an electronic copy of your ad).

\_\_\_\_\_ 1/4 PAGE AD \$50

\_\_\_\_\_ 1/2 PAGE AD \$100

\_\_\_\_\_ FULL-PAGE AD \$150

Mail or fax your completed exhibitor/sponsorship/ad form with payment information to:  
Gus Nelson, SHEC Treasurer, P. O. Box 1003, Dunbar, WV 25064 FAX: 304-720-8831 (For Info Call: 304-558-3396)

**Look for 2011 Conference Information at [www.statehealtheducation.com](http://www.statehealtheducation.com)**

**PLEASE RETURN THIS FORM TO SHEC NO LATER THAN March 11, 2011.**



**STATE HEALTH EDUCATION COUNCIL OF WEST VIRGINIA**  
**32<sup>nd</sup> Annual Conference**  
**Visions & Strategies for a Healthier West Virginia**  
**April 12-14, 2011**  
*The Resort at Glade Springs - Daniels, West Virginia*

**REGISTRATION**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Is this your first SHEC conference?  Yes  No

**Registration Fee** (check all that apply)

- \_\_\_\_\_ \$ 99 Early Registration (by March 11, 2011)
- \_\_\_\_\_ \$125 Regular Registration (postmarked after March 11, 2011 or On-Site)
- \_\_\_\_\_ \$ 25 One Day Only—Tuesday, April 12
- \_\_\_\_\_ \$ 50 One Day Only—Wednesday, April 13 (President’s Luncheon) Vegetarian \_\_\_\_\_
- \_\_\_\_\_ \$ 75 Student/Retiree Registration (includes April 12-14) School Name \_\_\_\_\_
- \_\_\_\_\_ \$ 20 Per Guest for Wednesday Reception 7:00-9:00 p.m.
- \_\_\_\_\_ \$ 15 CEUs

**Student/retiree registration is for currently enrolled students or retirees who do not have organizational or business support.**

Registration includes: Breaks, President’s Luncheon & Wednesday Reception. Registration also includes SHEC membership from July 1, 2011—June 30, 2012.

**Method of Payment**

- \_\_\_\_\_ Check (Payable to SHEC)      \_\_\_\_\_ Enclosed      \_\_\_\_\_ At Conference
- \_\_\_\_\_ Credit Card:      \_\_\_\_\_ VISA      \_\_\_\_\_ MasterCard      \_\_\_\_\_ Discover

Credit Card Number \_\_\_\_\_ CVV\* Code: \_\_\_\_\_ Expiration Date \_\_\_\_\_

\* CVV Code is the second group of 3 or 4 digit numbers in the signature panel on the credit card.

Cardholder’s Name (as it appears on the card) \_\_\_\_\_

Cardholder’s Signature \_\_\_\_\_

Credit Cards will be processed the week of April 12. Receipts will be available at the conference. Request for refund must be made in writing to SHEC prior to April 1, 2011. A \$25 processing fee will be charged for refund.

**CEUs will be applied for through the WV Prevention Resource Center ([www.PrevNET.org](http://www.PrevNET.org)) and the National Commission for Health Education Credentialing ([www.nchec.org](http://www.nchec.org)). More information will be available at a later date.**

Registrations can be mailed or faxed with payment to:  
**Gus Nelson, SHEC Treasurer, PO Box 1003, Dunbar, WV 25064**  
 Phone: (304) 558-3396 or Fax (304) 720-8831