



West Virginia  
**S**TATE **H**EALTH **E**DUICATION **C**OUNCIL

## Table of Contents

<b>What is SHEC?</b>	<b>1</b>
<b>SHEC Organization/Contact Information</b>	<b>2</b>
<b>SHEC Board of Directors</b>	<b>2</b>
<b>SHEC Executive Committee</b>	<b>2</b>
<b>SHEC Chapters</b>	<b>3</b>
<b>Active Chapter Criteria</b>	<b>4</b>
<b>Starting A New Chapter</b>	<b>5</b>
<b>Provisional Chapter Criteria</b>	<b>6</b>
<b>Making Your New Chapter Successful</b>	<b>7</b>
<b>Establishing a Cohesive Identity in the SHEC Chapter</b>	<b>9</b>
<b>Leadership</b>	<b>9</b>
<b>Goals and Objectives</b>	<b>10</b>
<b>SHEC Chapter Meetings</b>	<b>12</b>
<b>Marketing</b>	<b>15</b>
<b>SHEC Annual Conference</b>	<b>16</b>
<b>Attachment 1: Annual Chapter Review Form</b>	<b>17</b>
<b>Attachment 2: SHEC Press Release</b>	<b>22</b>

## **WHAT IS SHEC?**

The State Health Education Council of West Virginia, Inc. (SHEC) is a non-profit organization that has been bringing individuals and organizations from around the state together since 1976. SHEC has built a network of people committed to promoting positive lifestyle behaviors among all West Virginians.

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

## **SHEC's GOALS**

- To identify and develop the best possible means of improving the health knowledge, attitudes, and behavior of all citizens of West Virginia.
- To enlist active participation of organizations, individuals, and communities in order to stimulate interest and involvement in health education and wellness promotion.
- To promote more personal responsibility for wellness.
- To increase the level of wellness of West Virginians by addressing health issues that have a direct impact on illness, disability, and early death.

SHEC has strong relationships with the WV Bureau for Public Health - Office of Health Epidemiology and Health Promotion and the WVU Prevention Research Center, as well as many other organizations, such as county health departments, elementary and secondary schools, health care settings, community coalitions and other learning institutions. These relationships provide many opportunities for health education training.

## **SHEC ORGANIZATION**

SHEC maintains an office with an Executive Director at:

State Health Education Council of WV, Inc.  
PO Box 1003  
Dunbar, WV 25064  
Phone: 304/768-8558  
Fax: 304/768-5963  
E-mail: [SHEC@citynet.net](mailto:SHEC@citynet.net)  
Web Address: [www.statehealtheducation.com](http://www.statehealtheducation.com)

## **SHEC BOARD OF DIRECTORS**

The Board of Directors is the governing body of SHEC. SHEC Board of Directors (BOD) consists of representatives from each SHEC Chapter. It is the responsibility of each representative to act as a conduit for providing information both to and from the Chapter to the BOD. For a list of the current Board of Directors, please visit the SHEC web site at: [www.statehealtheducation.com](http://www.statehealtheducation.com)

## **SHEC EXECUTIVE COMMITTEE**

The SHEC Executive Committee is responsible for the making day-to-day decisions for the organization as authorized by the Board of Directors. The Executive Committee consists of the President, President-Elect, Secretary, Treasurer and Immediate Past President. The SHEC Executive Director serves as an ex officio member of the Executive Committee.

## SHEC CHAPTERS



### Northern

Doddridge, Harrison, Marion  
Monongalia, Preston & Taylor

### Southwestern

Boone, Cabell, Clay, Kanawha, Lincoln, Logan,  
Mason, Mingo, Putman & Wayne

### Western

Calhoun, Jackson, Pleasants, Ritchie,  
Roane, Wirt & Wood

### Southeastern

Braxton, Fayette, Greenbrier, McDowell,  
Mercer, Monroe, Nicholas, Pocahontas,  
Raleigh, Summers, Webster & Wyoming

### Mountain

Barbour, Gilmer, Lewis,  
Randolph, Tucker & Upsher

### Eastern Panhandle

Berkley, Grant, Hampshire, Hardy,  
Jefferson, Mineral, Morgan & Pendleton

### Northern Panhandle

Doddridge, Harrison, Marion  
Monongalia, Preston & Taylor

For individual chapter contacts, please visit the SHEC web site at:

[www.statehealtheducation.com](http://www.statehealtheducation.com)

SHEC consists of provisional and active chapters. For the first year (July to June) of a Chapter's existence, it is considered a "provisional" chapter. At the end of the year, the Chapter must submit an Annual Chapter Review Form (Attachment 1). If the provisional chapter has met the required criteria, it will be then be considered an "active" chapter. Active chapters have voting privileges on the SHEC BOD. Active chapters are also required to submit the annual review form. If an active chapter fails to meet the required criteria, it will lose its status and return to a "provisional" chapter. The criteria for an active chapter is as follows.

**"Active" chapter criteria:**

- A minimum of 3 meetings or sponsored events per calendar year.
- A member appointed as a voting member of the SHEC BOD representing the chapter at each of the SHEC BOD meetings providing an oral or written report of the Chapter's meetings and activities. *(Every effort should be made for the same person to attend each BOD meeting. However, if the appointed person is not able to attend, a designee needs to be appointed with a letter of proxy from the appointed representative.)*
- Submits articles/reports for publication in the SHEC newsletter.
- Assists the Chair of the Professional Development Committee in obtaining speakers for the meetings of the parent organization when held in the Chapter's area.
- Assists in building local coalitions and serves as regional contact for the coalition's legislative effort.
- Submits the Annual Chapter Review Form (Attachment 1) to the SHEC Executive Committee

## STARTING A SHEC CHAPTER

When considering starting a new SHEC Chapter, ask yourself the following questions:

- Who has an interest within the community?
- Why is a SHEC Chapter needed?
- What benefit would it have on those involved?

To find out who in your community may have an interest, send a letter to local individuals and organizations involved in health education and promotion information about SHEC and ask if they feel a SHEC Chapter in your area would be beneficial.

### Interested parties may include -

Local Health Departments

School Health Nurses

Physicians

Emergency Medical Staff

Community members

CHIP Coordinators

Rural Health Educational Partnership coordinators

Family Resource Network coordinators

WV Health Promotion Specialist network reps.

Wellness Centers

Maternal and Child Health coordinators

Youth Health representatives

Minority Health representatives

Nutritional Programs

Domestic Violence Shelter Coordinators

Health Educators

Clinics

Local hospitals

Physician's Assistants

Mental Health Centers

Medical Schools/students

HSTA coordinators

Cancer Information Specialists

HIV/AIDS coordinators

Physical Education

teachers/coordinators

Tobacco Coalitions

Diabetes Program coordinators

WIC coordinators

Any group, organization, or coalition, interested in health education

If the response from local individuals and organizations is good and they are interested in starting a chapter, set up a meeting of the interested parties. Select a convenient date, time and place for all parties involved. At this meeting, designate one individual to contact the SHEC Board of Directors in writing, stating that your region is interested in starting its own SHEC Chapter. Your letter should tell how a SHEC Chapter would benefit your community and the types of individuals and organizations in your community that will be involved.

Address the letter to the current SHEC President listed on the SHEC website. The SHEC President receives mail at the SHEC Executive Director's office. The address can be found on page 2.

The SHEC Board of Directors will review your letter at the next Board Meeting and will contact your chapter following the meeting.

Once your chapter receives provisional status, you will be required to follow these criteria:

**"Provisional" chapter criteria:**

- A minimum of 3 meetings or sponsored events per calendar year.
- A member designated as a non-voting member of the SHEC BOD to represent the Chapter at each of the SHEC BOD meetings providing an oral or written report of the Chapter's meetings and activities.
- Submits articles/reports for publication in the SHEC newsletter.
- Assists the Chair of the Professional Development Committee in obtaining speakers for the meetings of the parent organization when held in the Chapter's area.
- Assists in building local coalitions and serves as regional contact for the coalition's legislative effort.
- Submits the Annual Chapter Review Form (Attachment 1) to the SHEC Executive Committee.

## **MAKING YOUR NEW SHEC CHAPTER SUCCESSFUL**

### **Chapter Bylaws**

There is no set organizational structure for SHEC Chapters. Some chapters have chosen to adopt bylaws or operational guidelines that have been modeled after the state SHEC organization bylaws. Some areas (articles) to address are:

1. Article I - Name

To be identified as such per approval by SHEC BOD based on geographical location.

2. Article II - Goals

Broadly stated and mirrored after state goals of improving health and involvement in health education/wellness promotion participation at individual, organizational, and community levels.

3. Article III - Membership

Based on state example of individuals, agencies and or organizations having an interest in health education/promotion.

4. Article IV - Dues

Based on dues paid to parent organization by attendance at annual SHEC conference or to be paid by June 1 for annual year July 1 - June 30.

5. Article V - Officers/Voting Membership

Chapter officers are such as meet chapter needs. Since individual dues are not collected Southeastern SHEC Chapter chose to have only four officers: president, vice-president, past president, and secretary. Executive committee consists of these four officers and two elected members at large. All officers shall serve two years (staggered terms are currently used) and elections shall be held at the April meeting for responsibilities to be assumed in July. Executive committee shall fill vacancies. Chapter president serves as representative and voting member of SHEC BOD. Voting chapter membership is all individuals who have paid dues to parent SHEC organization. All individuals are encouraged to participate in SEC SHEC

activities regardless of voting membership status. Note: Other SHEC Chapters charge a registration fee for meetings that includes lunch. In such cases a position of treasurer might prove necessary or a secretary/treasurer position.

6. Article VI - Committees

President shall establish sufficient committees to carry out Chapter goals and appoints the chairperson who then appoints committee members. SEC SHEC has three standing committees: Public Awareness (Dissemination of newsworthy information and promotion of Chapter within region); Nominating (Appointed three months prior to meeting at which elections are held and determines single slate of officers, making every effort to see cross-section of membership is represented); Meeting Planning Committee (responsible for planning and coordinating chapter meetings). The Operational Guidelines Committee is appointed by the president as needed to draft revisions to operational guidelines whose changes will adhere to specifications of Article IX.

7. Article VII - Quorum

As long as advance notice of meeting was provided, quorum shall be all voting members present.

8. Article VIII - Meetings

Chapter will meet four times per year.

9. Article IX - Amendments

Operational Guidelines may be amended by a two-thirds (2/3) vote of the members present at any membership meeting, provided that the proposed change is approved by the Executive Committee and a notice of the proposed change is e-mailed to each member at least twenty (20) days in advance of the meeting and that a quorum is present.

Again these operational guidelines for organizational structure are recommendations and need to be updated to include any current revisions of the SHEC bylaws. Structure within the chapter is important for maintaining continuity as the officers and membership expand and change. Meeting minutes should be

taken and maintained by the secretary. After review by the president all members should receive copies of the meeting minutes. It is especially important to begin to develop leadership qualities within the general membership through active participation on standing committees so that potential officer candidates can be identified and recommended to the nominating committee.

### **Establishing a Cohesive Identity in the SHEC Chapter**

SHEC Chapters are based on regional and geographical areas of West Virginia and often have characteristics reflective of their economic and social history. Health determinants can be affected by this history. For example the southern coalfields would have a different perspective than the more developed and populated counties in the eastern panhandle. These perspectives can affect the identity of the SHEC Chapter reflecting in the areas of interest the chapter pursues in its goals and objectives.

### **Leadership**

Each SHEC Chapter should nominate several individuals to become the Chapter's Leadership Team. SHEC Chapter activities will be coordinated by these individuals. Leaders should distribute tasks among the members. It is very important that leaders listen to members when they make suggestions or have new ideas. Chapter leaders should embrace the ideas of members and encourage the person with the idea to take the lead role. The more active your members are, the more vested they are in the Chapter.

Leaders come and leaders go, that's why leadership recruitment is essential. Encourage members to take responsibility for a project or for a single task. If they successfully complete that task, give them another. Before you know it, you've groomed new leaders.

## Goals and Objectives

SHEC Chapters should set annual goals and objectives. These goals and objectives can serve as a basic strategic plan to keep chapters on track. This annual planning provides all chapter members with concrete information about what to work toward for the year and what to expect as the year progresses. Annual goals and objectives should be (although not required) submitted to the SHEC Board of Directors with the Annual Chapter Review Form (Attachment 1).

A goal is a clear, brief, broad statement of purpose of what is to be achieved.

### Examples of goals:

- To increase chapter membership.
- To provide professional development opportunities for health educators.
- To sustain a SHEC chapter.

Objectives are specific statements of exactly what will be accomplished. Objectives should be measurable, short-term, realistic and a partial accomplishment of a project's goal.

### Examples of objectives:

- The \_\_\_\_\_ Chapter will hold three meetings during 2003.
- The \_\_\_\_\_ Chapter will recruit \_\_\_\_\_ new members during 2003.

Your goals and objectives can be as general or as specific as you want - they are the chapter's plan of action for the year. Goals and objectives can be used to develop a detailed action plan for the year.

The following example shows how the goals and objectives can develop into an action plan.

Goal: To sustain the Central SHEC Chapter.

Objective 1: The Central Chapter will hold three meetings during 2003.

<u>Activities</u>	<u>Person Responsible</u>	<u>Date Due</u>
Plan meeting for January in Charlotte	Susan	
Find location	Sue Ann	Nov. 1
Contact speakers	Jenni	Nov. 1
Send out meeting notification	Sue Ann	Dec. 27
Order food and beverage	Sue Ann	Jan. 5

Objective 2: The Central Chapter will recruit five new members during the current year.

<u>Activities</u>	<u>Person Responsible</u>	<u>Date Due</u>
- Develop Chapter recruitment materials	Anna	Dec. 15
- Present information about the Chapter at the following organizational meetings:		
PATCH Coalition	Susan	
FRN	Marie	

Planning increases the likelihood of action being taken. Help to plan the success of your chapter by developing your own goals, objectives and action plan.

## **SHEC Chapter Meetings**

Below is a sample agenda. If you have problems setting up a meeting, or have questions about SHEC, you can always call one of the other Chapter representatives, the SHEC Executive Director, or refer to the SHEC Web Page, [www.statehealtheducation.com](http://www.statehealtheducation.com), for contact information.

Mountain SHEC Meeting  
Bi-Centennial Motel  
Buckhannon, WV.  
December 4, 2001

### AGENDA

#### 1. Welcome

*Welcome all community members and individuals to the meeting. Tell them what SHEC is and give the mission statement and purpose of SHEC. Explain how their SHEC can play an important role in the health education of the community.*

#### 2. Introductions

*Introduce yourself and tell what you do. Explain your role in SHEC and ask others to introduce themselves and tell which agency or organization they are from, and explain what they do. (You may want to do an ice-breaker before introductions to make everyone feel more comfortable about being in a new meeting with many new people.)*

#### 3. Speaker

*When getting a speaker for the chapter SHEC meeting, find out the health problems and health needs, within the community. Look for a speaker who is able to talk about these health issues, ( free of charge), and will take an interest in the SHEC chapter. Make sure to get someone who is dynamic, interesting, and has enthusiasm, rather than someone who is dry and boring. A local person, who is knowledgeable about the subject, will do fine, and attendees may feel more interested,*

*knowing the person comes from their community or surrounding area. They should be able to offer useful information and have handouts if applicable. Your speaker could make or break your chapter, by giving a good or bad first impression, to community members.*

#### 4. Secretary's Report

*The SHEC chapter secretary should read the minutes from the last meeting and then ask if there are any corrections or objections. If there are none, a motion shall be made to accept the minutes as read, and a member will second the motion. The remaining members will be asked, " All those in favor of accepting the minutes as read, say aye. All opposed, nay. (A simple show of hands will suffice instead of using the aye and nay.) If the members vote to approve the minutes, the motion passes, and the minutes are accepted as read. If there are objections or corrections, they shall be made before the members vote on the acceptance of the minutes.*

*Correspondences and notices shall be read after the minutes have been approved.*

#### 5. Treasurer's Report

*The treasurer's report shall be given at each meeting, to give the members information, about the financial status of the SHEC chapter. Often the Secretary and the Treasurer are the same person, for the convenience of keeping the minutes and money together, or because of the small size of the chapter. A chapter may choose to fill both of these offices, if the membership is such that they are able to do so. The treasurer's report shall be read after the secretary's report had been read and approved, and the acceptance of this report, shall follow the format of the preceding secretary's report.*

#### 6. Old Business

*Old business, is business that was unfinished or carried over from the last SHEC chapter meeting, and shall be discussed at this time.*

7. New Business

*New business, is business brought to the chapter SHEC president's attention that is new and was not discussed at the previous meeting.*

8. Committee Reports

*Standing committee's shall give a report on meetings they have held, and notify the members of the outcome and progress of those meetings. (Examples of committees are: Fund raising committee, public relations committee, media literacy committee, program planning committee, outreach committee, etc...)*

9. Announcements

*Announcements are made about upcoming community events, services provided, and information of interest to the SHEC chapter members. Any member may volunteer information at this time.*

10. Next Meeting Date

*The next meeting date should be decided upon before leaving the meeting so that all attendees know what day the meeting will take place and where it is to be held. Members may be told that they will be notified of the meeting place, at a later date, if the current meeting place is not available for the next time.*

11. Adjourn

*The meeting shall end after all business has been conducted. (Members should be thanked for coming, and told that you look forward to seeing them at the next SHEC chapter Meeting. Ask them to bring someone with them to the next meeting, and tell others about their chapter.)*

## MARKETING

SHEC Chapters are representative of the entire SHEC organization, thus it is always important that all communications are kept at a professional level. SHEC Chapters are welcome and encouraged to conduct their own marketing and public relations activities. Every chapter is interested in reaching out and bringing in new members. Listed below are some ideas on how you can market your SHEC chapter.

- Put up posters about the next SHEC meeting in local hospitals, health departments, DHHR offices, and colleges/universities.
- Make a presentation about SHEC to local groups, such as college students studying health education/health promotion, PATCH Coalition, Family Resource Network (FRN) or other community-based health and wellness organizations.
- Have your meeting listed under community events in your local newspaper and/or send a press release about your next meeting to your local newspaper and radio station. (See Appendix 2 for a sample press release)
- Contact the SHEC office to obtain a list of SHEC members in your region and mail information to those individuals.
- Contact your local Health Promotion Specialist and ask them for ideas for names of other individuals that might be interested in being a part of SHEC.
- Obtain *GOOD* speakers... one of the best ways to market your chapter is by offering chapter members professional development opportunities that will be beneficial to them.
- Develop a chapter newsletter - distribute the newsletter not only to members, but also to the same locations you distribute the posters.

## **SHEC ANNUAL CONFERENCE**

SHEC has an annual conference in the spring. The conference is held at different locations throughout the state, like Canaan Valley and Pipestem State Parks. The conference is a very exciting time for the membership. The conference brings in national speakers and allows the membership to learn about the most current health topics. It is also a great networking opportunity.

The conference is not only a time for business, it also gives the membership a time to catch up with old friends and meet new ones. They can relax and enjoy many health enhancements such as horseback riding, hiking, biking, and many more.

ANNUAL CHAPTER REVIEW FORM

(Please Print)

*To be submitted by March 1, 2003 for July 2003 to June 2004 calendar year.*

1. Name of chapter.

\_\_\_\_\_

2. Area encompassed by chapter. List counties

\_\_\_\_\_

3. Person representing this chapter on the SHEC Board of Directors July 2003 to June 2004:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

4. List the meeting dates your chapter representative attended the SHEC BOD meetings for the previous year. (April 2002 to March 2003)

\_\_\_\_\_

\_\_\_\_\_

5. The contact person for this chapter for the July 2003 to June 2004 is:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

6. Goals/objectives for July 2003 to June 2004

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7. Reports submitted to SHEC BOD (verbal or written-please list dates):

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8. Suggested people/organizations from your chapter region to contact in regards to becoming an organizational affiliate:

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

9. Complete the following information for each meeting/sponsored event that your chapter participated in during from last March 2002 to February 2003 ***OR attach your Quarterly Reports from March 2002 to February 2003 if they contain all necessary data.***

EVENT 1

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Describe the event (activity and/or speaker): \_\_\_\_\_

Number of participants: \_\_\_\_\_

Number of participants who are SHEC members: \_\_\_\_\_

Number of participants newly recruited into SHEC membership: \_\_\_\_\_

EVENT 2-

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Describe the event (activity and/or speaker): \_\_\_\_\_

\_\_\_\_\_

Number of participants: \_\_\_\_\_

Number of participants who are SHEC members: \_\_\_\_\_

Number of participants newly recruited into SHEC membership: \_\_\_\_\_

EVENT 3-

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Describe the event (activity and/or speaker): \_\_\_\_\_

\_\_\_\_\_

Number of participants: \_\_\_\_\_

Number of participants who are SHEC members: \_\_\_\_\_

Number of participants newly recruited into SHEC membership: \_\_\_\_\_

*I, \_\_\_\_\_, the contact person for the  
\_\_\_\_\_ Chapter of SHEC, submit this application to the  
SHEC BOD and verify that the all criteria for (Circle one) **PROVISIONAL**  
**ACTIVE** status as a SHEC chapter has been completed as verified in this  
application.*

## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **MEETING OF THE STATE HEALTH EDUCATION COUNCIL OF WV, INC**

Members of the State Health Education Council of West Virginia, Inc. (SHEC), will meet on   Date   from   Time   at   Place  . SHEC is a voluntary health agency whose mission is to provide opportunities for networking, education and involvement that enhance health promotion efforts.

SHEC has an annual conference in the Spring. The conference is held at different locations throughout the state. The conference brings in national speakers and allows the membership to learn about the most current health topics. It is also a great networking opportunity.

Any individual or organization interested in becoming a member of SHEC or to receive more information, please contact:

State Health Education Council of WV, Inc  
P O Box 1003  
Dunbar, WV 25064-0018  
304-768-8558 or e-mail [shec@citynet.net](mailto:shec@citynet.net)