

Building Healthier Communities

Who We Are

Established in 1989, the National Association of Health Education Centers (NAHEC) is a non-profit organization dedicated to supporting and promoting a national network of organizations that provide health education programs. With 38 member organizations in 22 states and the District of Columbia, over 3.7 million children and adults receive vital health education that empowers them to actively participate in creating healthier communities.

Our Mission

Our mission is to make health education broadly accessible, effective, and sustainable. This organization shall meet its mission by:

- Promoting the advancement and development of health education organizations.
- Advancing health literacy through collaborative relationships with organizations that share a commitment to health knowledge.
- Providing strategic leadership to promote methodologies that demonstrate most current science and future trends of health and education.
- Leading in far-reaching distribution systems for health education.

Our Vision

Empowered children and adults building healthier communities resulting in reduced healthcare costs.

Our Core Values

Quality of life for all is improved by:

- Empowering children and adults to make healthier choices,
- Reducing the costs of health care through disease and injury prevention, and
- Increasing health literacy, especially to the underserved.



NAHEC is a **national** organization whose members provide health education programming throughout the United States and in several foreign countries through on-site, outreach and distance learning methodologies.

A Message from the Board President and Executive Director: **Rising to the Challenge**

Our nation is faced with a grave challenge because of steadily escalating healthcare costs. The National Coalition on Healthcare reports that health care spending in the United States reached \$2 trillion in 2005, and is projected to reach \$2.9 trillion in 2009 - and soar to \$4 trillion by 2015.

This crisis underscores the critical role health education plays in disease and injury prevention. As Lloyd Kolbe, Professor of Applied Health Sciences at Indiana University noted: *Assuring access to health care for all is a noble and ambitious goal. But if the only thing we do is provide coverage, without preventing the problems for which people increasingly will need access, we're not going to solve the dire fiscal dilemma that the nation and its businesses are in. . . . The only way to reverse this process is to **focus on preventing the diseases** that are causing such poor health in this country.*

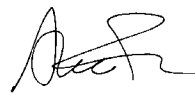
NAHEC's mission to make health education broadly accessible, effective, and sustainable is designed to meet our nation's challenge. Collaborative community relationships and the commitment of our Members, Board of Directors, Members Council, working committees, and professional staff have been the catalyst for 2007's significant internal and external accomplishments in advancing health literacy. The first phase of NAHEC's three-year Strategic Plan to develop the internal organizational capacity required for leadership on the national scene is complete:

- *Mission, vision, and core values have been refined and clarified.*
- *Governance has been strengthened by Board restructuring and the creation of a Members Council.*
- *An Accreditation Program has been designed and implemented to support Members' professional growth.*
- *Program priorities (Childhood Obesity Prevention & Youth Mental Health) have been defined.*
- *Experienced professional staff has been recruited for the management team.*

We thank our benefactors and community partners whose strong advocacy has enabled NAHEC to rise to the challenge. On behalf of the Board of Directors and Members, we express our appreciation to NAHEC Past President, Chris Abele, President and CEO of the Argosy Foundation, for outstanding leadership and extraordinary commitment. His generous support has been the catalyst for the advances and changes that can propel NAHEC to increased national presence. We are also grateful to Jon Vice, President and CEO of Children's Hospital and Health System, for his foresight in providing office space and services for NAHEC in the Children's Health Education Center in Milwaukee.

With pride in our accomplishments and faith in our future, we will continue to rise to the challenge.

Sincerely,



Alexander P. Fraser
President



David Midland
Executive Director



Members

NAHEC members serve a vital role in education by empowering children and adults with comprehensive health knowledge thereby encouraging healthy life decisions. Members range from independent entities to those affiliated with hospitals, museums, schools, universities and more. Through strong collaborative relationships with schools and community groups, members are able to reach their audience via on-site, outreach and distance learning education.

Professional educators engage pre-school aged children through adults of diverse backgrounds (urban, suburban, and rural) through highly engaging teaching strategies featuring life-size exhibits, advanced technology, multi-media, and hands-on activities.

Adventure Science Center
Nashville, TN

Alice Aycock Poe Center for
Health Education
Raleigh, NC

CDC Global Health Odyssey Museum
Atlanta, GA

Children's Health Education Center
Milwaukee, WI

Clarion University Health Science
Education Center
Clarion, PA

Cleveland Museum of Natural History
Cleveland, OH

Denver Museum of Nature and Science
Denver, CO

Discover Health / YMCA of Greater
Cincinnati
Cincinnati, OH

EdVenture Children's Museum
Columbia, SC

Hall of Health
Berkeley, CA

Harold W. McMillen Center for Health
Education, Inc.
Fort Wayne, IN

Health Awareness Center
Freehold, NJ

Health Exploration Station
Canton, MI

Health World Outreach Education
Barrington, IL

HealthMPowers
Atlanta, GA

HealthWorks! Kids' Museum
South Bend, IN

Hult Health Education Center
Peoria, IL

Kansas Learning Center For Health
Halstead, KS

Kleist Health Education Center
Fort Myers, FL

Lankenau Health Education Center
Wynnewood, PA

Louisville Science Center
Louisville, KY

Millis Regional Health Education Center
High Point, NC

MORE HEALTH, Inc.
Tampa, FL

National Health Museum
Washington, DC

Nationwide Children's Hospital
Columbus, OH

Robert Crown Center for Health Education
Hinsdale, IL

Roper Mountain Science Center
Greenville, SC

Ruth Lilly Health Education Center
Indianapolis, IN

Susan P. Byrnes Health Education Center
York, PA

The Health Adventure
Asheville, NC

The Health Museum
Houston, TX

Weller Health Education Center
Easton, PA

Wellness Works/ Por Su Salud
Grand Island, NE

Provisional Members

Blank Children's Hospital
Des Moines, IA

Health World Outreach Education
of Scottsdale
Scottsdale, AR

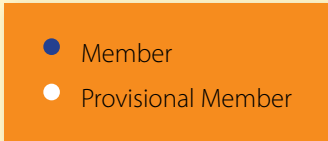
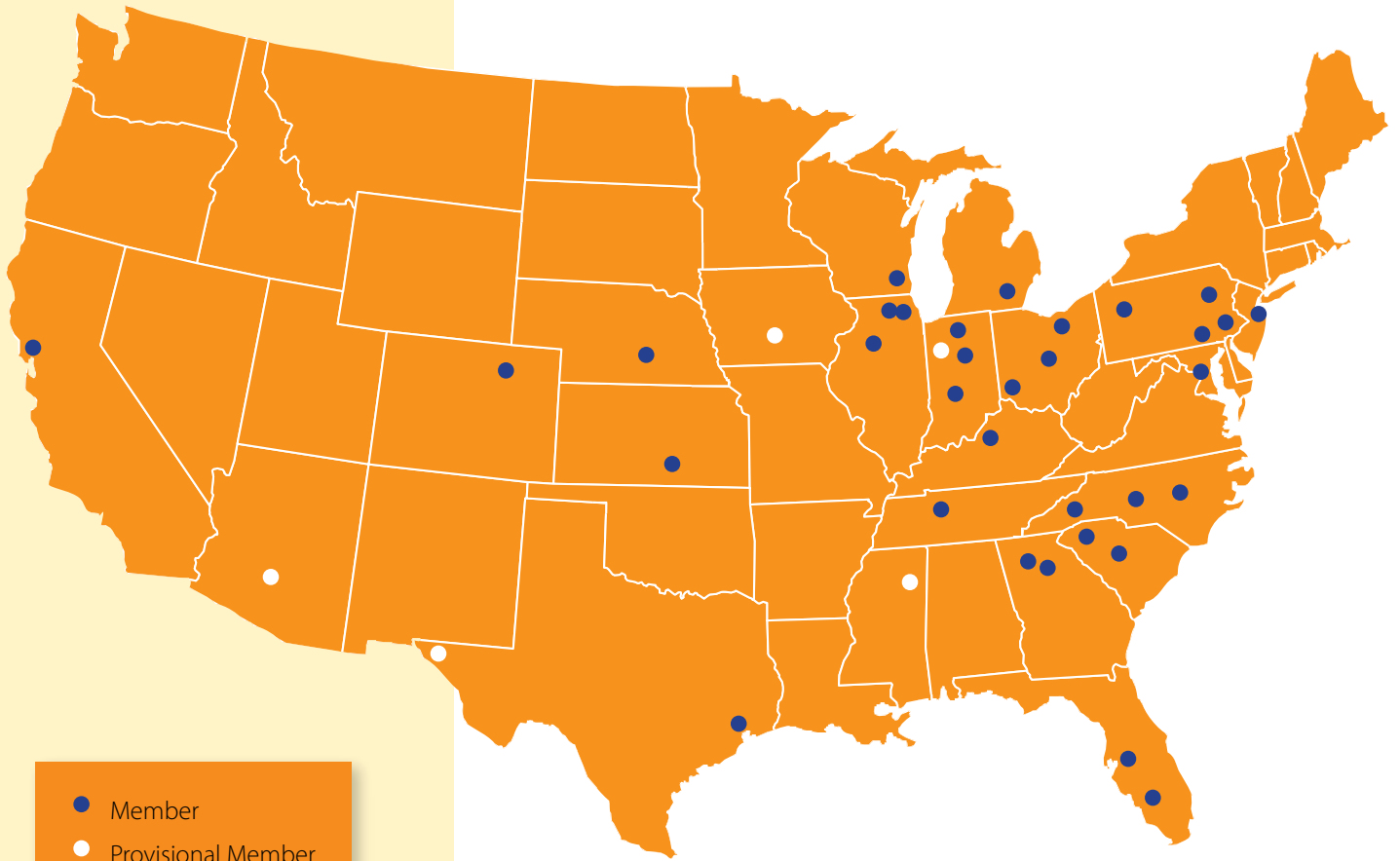
HealthWorks Adventure Center
Tupelo, MS

Healthy Peoples Program
Logansport, IN

West Texas Health Connection
El Paso, TX

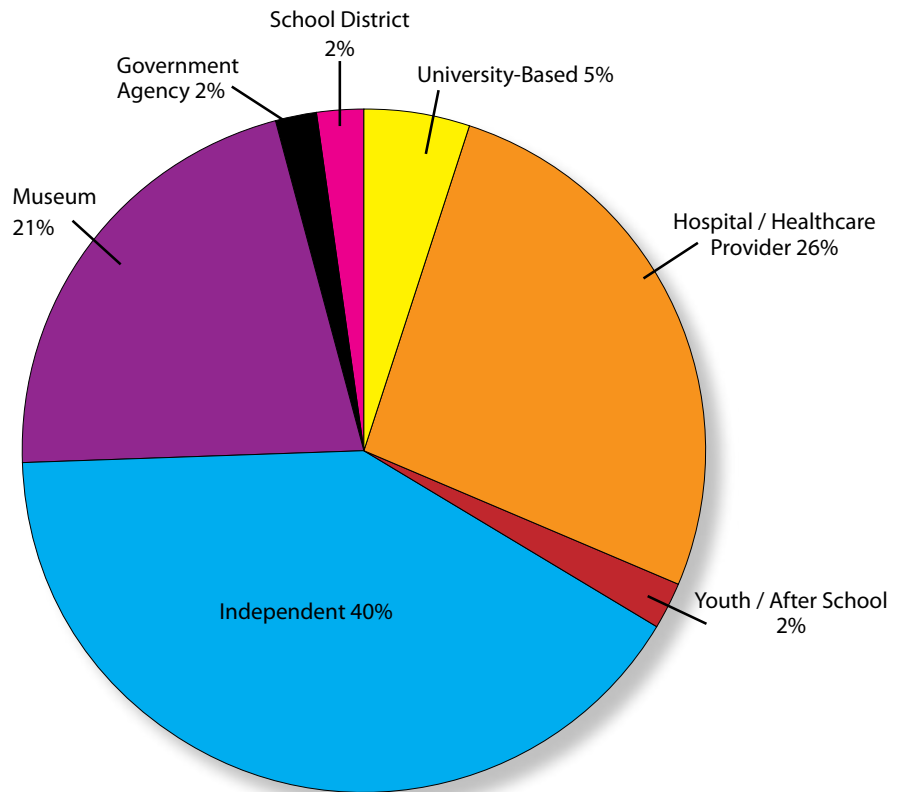


NAHEC is a **school-focused organization** with over 90% of all programs offered by its members designed to enhance school health and science curricula.



Our Members

Members range from independent entities to those affiliated with hospitals, museums, schools, universities and more.



Program Highlights

Members across the nation offer health education programming on nutrition, physical fitness, dental health, life skills, emotional/ mental health, injury prevention, hygiene, body systems, puberty, self-esteem, alcohol, tobacco and other drug use prevention, bullying and more. Program delivery options include on-site, outreach and distance learning.

While members address the broad range of health needs of children and adults, NAHEC's support of member programs is best accomplished through focused efforts. As part of the restructuring of NAHEC, the Members Council directs NAHEC's programmatic focus. The Council determined the following focus for 2007/08: Youth Mental Health and Childhood Obesity Prevention.

Youth Mental Health

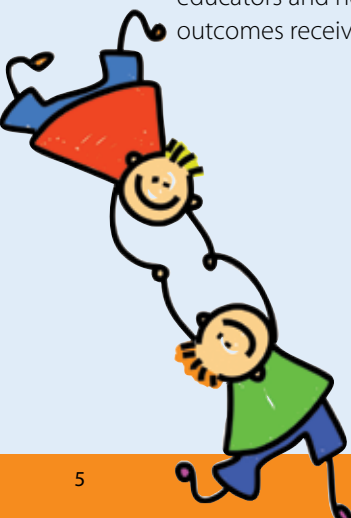
NAHEC has taken a dual focus in addressing youth mental health – engaging a partnership for programming and leading a national discussion to address the pressing question, “How do we support teachers, parents, other adults and children to respond positively when facing the challenges of youth mental health?”

To address the focus of programming, NAHEC partnered with InHealth WI, a program developer recognized in the field for creating and delivering highly effective health education programs for children and adults as well as professional development training. This partnership has given our members access to *It's Time!*, a series on youth mental health that includes a highly acclaimed program for adults who work with youth and a peer-education program for teens.

How are members responding? Children's Health Education Center in Milwaukee, WI, partnered in the development of the Peer Education Program and is offering it through their Teen Health Crew, a peer education program for teens. The first member to offer the school staff in-service, Kansas Learning Center for Health, had positive results. “The teachers and other staff were totally absorbed by the information,” reported Brenda Sooter, Health Educator at Kansas Learning Center for Health. Academic evaluation of the program has shown increases in teacher use of effective communication strategies with students, parents and other staff regarding youth mental health concerns.

NAHEC brought together a national collaboration of experts in the fields of education and mental health to address teacher competencies as they relate to student mental health. The work of this collaborative culminated in a national Student Mental Health Summit, co-hosted by NAHEC in September. The summit identified core competencies for educators and needed system changes to support them. The summit and subsequent outcomes received local and national media exposure.

NAHEC members reach over **3.7 million** children and adults and over **10,000** schools annually.



Accreditation

NAHEC's Accreditation Program reflects, reinforces, and promotes best practices, institutional ethics, and the highest standards of health education program operations. Developed and sustained by health education professionals, the Accreditation Program brings national recognition to a health education program for its commitment to excellence, accountability, high professional standards, and continued institutional improvement.

2007 Accreditation Commissioners

Patricia Horvath, RN, MSN, Commission Chair

Regional Director, Health & Wellness Strategies
UnitedHealthcare
Cleveland, OH

David A. Birch, Ph.D., CHES

Professor of Health Education, Chair of the Department
of Health Education and Recreation
Southern Illinois University - Carbondale (SIUC)
Carbondale, IL

Kathleen Burke

Chief Executive Officer
Robert Crown Center for Health Education
Hinsdale, IL

Sherry Eagle, Ed.D.

Executive Director
University of Aurora, Institute for Collaboration
Aurora, IL

Nancyann Falvo, Ph.D.

Director
Clarion University Health Science Education Center
Clarion, PA

Renee McFarland, M.Ed.

Director
Kleist Health Education Center
Fort Myers, FL

Julian Peebles

President
Ruth Lilly Health Education Center
Indianapolis, IN

Becky J. Smith, Ph.D., CHES

Executive Director
American Association for Health Education (AAHE)
Reston, VA

Childhood Obesity Prevention

The Surgeon General's *Call to Action to Prevent and Decrease Overweight and Obesity* stated, "Total costs of obesity (medical costs, lost wages, etc.) in 2000 were estimated to be \$117 billion (\$137 billion in 2006 dollars)."

To effectively address Childhood Obesity Prevention, NAHEC has focused its efforts on replication of an effective, evidence-based middle school obesity prevention program. Body Talk, a program of the Ruth Lilly Health Education Center in Indianapolis, Indiana, was identified to use for replication. NAHEC has submitted proposals to secure funding in order to support multiple-site replication, increased reach by participating sites and research of its impact and effectiveness in rural, urban and suburban environments.

Additionally, NAHEC has established partnerships with national organizations addressing the childhood obesity epidemic. These partnerships have brought resources to our members for use with children and families.

**U.S. Department of Health and Human Services. 2001*



Awards

2007 Outstanding Health Educator

This award recognizes outstanding accomplishments and teaching by a Health Educator. Nominations are made by peers and assessed by an impartial committee.

Karen Pesce, Executive Director More Health, Inc., Tampa, FL

Karen Pesce was recognized as NAHEC's 2007 Outstanding Health Educator at the annual conference held June 2007 in Decatur, Georgia. Karen was acknowledged for her in-depth working knowledge of health education – having been a curriculum writer, classroom teacher, events coordinator and now, Director of a Health Education Program. Additionally, her ability to effectively grow the program from 74,809 students to over 201,000 was acknowledged.

Charlie Crist, Governor of the State of Florida, summed up the spirit of this award in a personal note to Karen:

"Health, safety and injury prevention is important for children to learn at an early age. Your steadfast commitment to expand the knowledge of health care issues among Florida's children has impacted countless lives. The dedication that you've displayed has ensured that children have the tools necessary to lead healthy and productive lives. Thank you for your genuine concern for Florida's children."



NAHEC is a **comprehensive** organization that presents a wide range of health education programs

2007 Richard B. Rush Award for Outstanding Innovation by a Health Education Center

This award recognizes and encourages outstanding efforts in health education from peer organizations. Nominations are assessed by an impartial committee.

Classroom Exercises for the Body and Brain HealthMPowers, Atlanta, GA

The Body and Brain Classroom Exercises resource is a school-based project designed to: 1) increase awareness among staff and families of the importance of physical activity during the school day and 2) increase physical activity among elementary school-aged children. The program includes resource materials for educating students, staff and families on the link between physical activity and health as well as academic achievement. The materials reflect some of the latest research on movement and the brain and make the case for use of the exercise DVD in the classroom for brain breaks during the school day and rainy day recess. The exercise DVD was created by elementary students for elementary students.

The program has been highly successful in helping classroom teachers increase physical activity among students while also providing them with a brain break. Of thirty schools surveyed this year, sixteen schools reported using the DVD with a total of 266 teachers reaching approximately 5550 students. Sixty-nine percent of the schools reported that it did improve student concentration; seventy-five percent reported improved student behavior and seventy-five percent reported reduced student stress.

Health and Biomedical Science for a Diverse Community Hall of Health, Berkeley, CA

The ultimate goals of Health and Biomedical Science for a Diverse Community are to make science interesting and relevant to children who come from ethnically diverse, low socio-economic environments, to help them and their parents understand the relationship between science and health, to foster their interest in science so that they may consider future opportunities in careers related to biomedical science, and to give them information and tools to help them live healthier lives.

The primary project activity is the development of a novel, interactive biomedical science curriculum for 4th and 5th grade students. In addition to the classroom activities, the project includes teacher workshops, family events, field trips to the Hall of Health, and a new exhibit at the Hall of Health on social and genetic factors in health. The curriculum, which specifically addresses minority health issues, includes four five-lesson instructional units for 4th grade, and four five-lesson instructional units for 5th grade. The students develop scientific inquiry and problem-solving skills needed to succeed in science and healthcare careers.



Partners

Partners connect members with the products, services, programs and additional resources they need to help them reach their mission.

American Association for Health Education
Professional Development Association

InHealth Wisconsin
Education Content Provider

Campaign For Our Children
Marketing/Design Firm

KidsHealth, The Nemours Foundation Center for
Children's Health Media
Education Content Provider

Cleveland State University
Academic Partner

Michael Best & Friedrich, LLP
Legal Services

Czarnowski Display Services
Exhibit Design/Production

Peebles Creative Group, Inc
Marketing/ Design Firm

Display Dynamics, Inc.
Exhibit Design/Production

Procter & Gamble, Tampax
Education Content Provider

eInstruction
Technology Services

Southern Illinois University - Carbondale
Academic Partner

Filament Design Studio
Exhibit Design/Production

Superior Exhibits & Design, Inc
Exhibit Design/Production

Glenview Systems, Inc.
Technology Services

Universal Services Associates, Inc.
Exhibit Design/Production

HPCareer.Net
Employment Services



NAHEC is an **experienced** organization that has over 100 years of cumulative experience among its staff in organizational and health education leadership.

Our Advocates

Contributions, grants, sponsorships, and contracts have provided the resources needed in the past five years to advance our mission to make health education broadly accessible, effective, and sustainable. We thank our funding partners for their commitment to our vision of empowered children and adults building healthier communities resulting in reduced healthcare costs.

Chris Abele

Anthem Blue Cross and Blue Shield

Argosy Foundation

David Birch, Ph.D., CHES

Blank Children's Hospital

Madeleine Boyer

Sam Bressi

Susan P. and Randy Byrnes

Campaign For Our Children

Centers for Disease Control and
Prevention, Division of Adolescent
& School Health

Centers for Disease Control and
Prevention, Global Health
Odyssey Museum

Children's Hospital and Health System
of Wisconsin

Children's Service Society of Wisconsin

Cleveland Clinic Children's Hospital

Cleveland State University

Bridget Coughlin, Ph.D.

Czarnowski Exhibits

Display Dynamics, Inc.

Hal Donofrio

J. Mark Dunham

Megan Evans

Alexander P. Fraser

Judy M. Gantt

Patricia Horvath, RN, MSN

Kaiser Permanente

KidsHealth

Michael Best & Friedrich, LLP

David Midland

National Science Foundation

The Nemours Foundation's Center for
Children's Health Media

Dianne Pavelka

PEAK Exhibits

Cheryl Phillips

The Procter & Gamble Company, Tampax

Theresa Reagan

Rockwell International Corporation Trust

Diana Ruschhaupt

Cynthia Ryan

The Schooner Foundation

Becky J. Smith, Ph.D., CHES

US Public Health Service

Sue Weinstein, MD

Rebecca Zakowski

John Zaremba

2007 Members Council

Members Council, newly formed in 2007, consists of one delegate and alternate from each Member of NAHEC. The Council meets regularly to consider and evaluate issues and trends in health education, develop appropriate proposals and programs, promote collaboration among members, and provide analysis and recommendations to the Board of Directors.

Chair

Julian Peebles
President
Ruth Lilly Health Education Center
Indianapolis, IN

Vice-Chair

Joe Knapp
Executive Director
Hult Health Education Center
Peoria, IL

Delegates

Gail Becker
Executive Director
Louisville Science Center
Louisville, KY

Tom Bills
Outreach and Distance Learning
Coordinator
Cleveland Museum of Natural History
Cleveland, OH

Kathleen Burke
Chief Executive Officer
Robert Crown Center for Health Education
Hinsdale, IL

Bridget Clementi
Interim Executive Director
Children's Health Education Center
Milwaukee, WI

Jewell Copenhaver
Museum Manager
Health Works! Kids' Museum
South Bend, IN

Bridget C. Coughlin, Ph.D.
Deputy Chief Curator of
Human Health
Denver Museum of Nature
and Science
Denver, CO

Lucille Day, Ph.D.
Director
Hall of Health
Berkeley, CA

Cindy DeTuelo
Director of Education
EdVenture Children's Museum
Columbia, SC

J. Mark Dunham
President
National Health Museum
Washington, DC

Megan Evans
Executive Director
Kansas Learning Center for Health
Halstead, KS

Nancyann Falvo, Ph.D.
Director
Clarion University Health Science
Education Center
Clarion, PA

Dana Fitzgerald
Education/Marketing Coordinator
Millis Regional Health Education Center
High Point, NC

Doreen Foland
Manager
Wellness Works/Por Su Salud
Grand Island, NE

Judy M. Gantt
Director and Museum Curator
CDC Global Health Odyssey Museum
Atlanta, GA

Jeri Hasselbring
Director of Education
Adventure Science Center
Nashville, TN

Katherine Hutchins
Health Curator
Roper Mountain Science Center
Greenville, SC

Paige Johnson
President & CEO
The Health Adventure
Asheville, NC

Christi Kay
Executive Director
HealthMPowers
Atlanta, GA



NAHEC is a **proactive** organization that has an established track record of piloting and disseminating new health education methodologies with its member organizations which, in turn, are introduced to local schools and communities.

Sue Klosterman
Program Development Coordinator
Discover Health/YMCA of
Greater Cincinnati
Cincinnati, OH

Melissa Lee
CEO
Weller Health Education Center
Easton, PA

Renee McFarland, M.Ed.
Director
Kleist Health Education Center
Fort Myers, FL

Cathy McNulty
Executive Director
Harold W. McMillen Center for
Health Education
Fort Wayne, IN

Marcia Meehan
President & CEO
Susan P. Byrnes Health
Education Center
York, PA

Pat Nogar
Director
Lankenau Health Education Center
Wynnewood, PA

Karen Pesce, R.N.
Executive Director
MORE HEALTH, Inc.
Tampa, FL

Cheryl Phillips
Coordinator
Health Exploration Station
Canton, MI

Tadd Pullin
Executive Director & CEO
The Health Museum
Houston, TX

Kim Raynor
Interim CEO
Alice Aycock Poe Center for
Health Education
Raleigh, NC

Marcie Rehmar
Director
Nationwide Children's Hospital
Columbus, OH

Maryann Roper R.N.
Director
Health Awareness Center
Freehold, NJ

Kymberly Zylke
Executive VP
Health World Outreach Education
Barrington, IL

Prevention Makes Sense and Cents!

Healthcare costs are currently \$2 trillion annually. Two-thirds of that is spent on preventable diseases and injuries that cause poor productivity and tremendous absenteeism in the workplace and the classroom.

2005 National Health Care Expenditures Data, January 2007

Preventive care could help avert 4.4 million hospitalizations annually. Steadily escalating healthcare costs, combined with a decline in health education and prevention efforts in our schools, weaken the economic and social fabric of our nation.

Mental Health America

Mental health disorders cost the United States more than \$150 billion each year. (This calculates the costs of treatment, social service and disability payments, lost productivity, and premature death.)

Mental Health America

Total extra medical spending due to obesity is estimated to be \$26.8 billion annually. (\$37.2 billion in 2006 dollars)

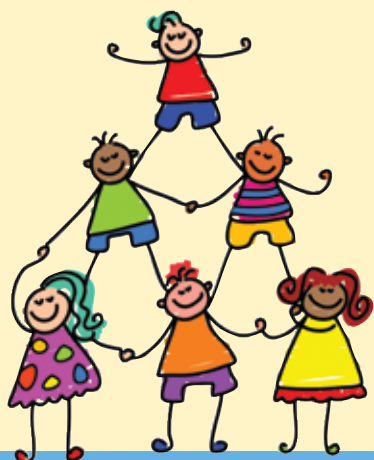
Eric Finkelstein, Ian Fiebelkorn, Guijing Wang. 2003. "National Medical Spending Attributable to Overweight and Obesity: How Much, and Who's Paying." Health Affairs-web exclusive.



STATEMENTS OF ACTIVITIES

Years ended September 30, 2007 and 2006

UNRESTRICTED NET ASSETS	2007	%	2006	%
SUPPORT AND REVENUE				
Contributions	\$ 344,975	64.07	\$ 303,300	49.37
In-kind contributions	59,620	11.08	50,000	8.14
Conference	27,696	5.15	32,469	5.29
Membership dues	25,600	4.76	25,625	4.17
Grants and contracts	78,815	14.64	201,532	32.81
Interest	1,599	0.30	1,369	0.22
Total unrestricted support and revenue	538,305	100.00	614,295	100.00
EXPENSES				
Program services				
Advancement of Health Education Centers	180,733	33.57	183,246	29.83
Tampax Sponsorships	8,296	1.54	21,892	3.56
HIV Prevention Project	-	-	169,969	27.67
KidsHealth KidsPoll	74,747	13.89	80,034	13.03
Conference	45,978	8.54	36,303	5.91
Videoconferencing Collaborative	1,586	0.29	10,501	1.71
Accreditation	18,234	3.39	-	-
Total Program Services	329,574	61.22	501,945	81.71
Supporting Activities				
Management and general	169,734	31.53	79,989	13.02
Membership development	6,135	1.14	10,637	1.73
Fundraising	40,799	7.58	23,530	3.83
Total supporting activities	216,668	40.25	114,156	18.58
Total expenses	546,242	101.47	616,101	100.29
Change in unrestricted net assets	(7,937)	(1.47)	(1,806)	(0.29)
TEMPORARILY RESTRICTED NET ASSETS				
Contributions	75,000		-	
Change in net assets	67,063		(1,806)	
Net assets - beginning of year	12,119		13,925	
Net assets - end of year	\$79,182		\$ 12,119	



NAHEC is a **technologically sophisticated** organization that has made use of cutting-edge technology and distance learning to broadly disseminate health-related information.

STATEMENTS OF FINANCIAL POSITION

Years ended September 30, 2007 and 2006

ASSETS	2007	2006
CURRENT ASSETS		
Cash	\$ 101,777	\$ 31,531
Accounts receivable	5,220	15,169
Total current assets	106,997	46,700
EQUIPMENT		
Office equipment	13,474	12,467
Less accumulated depreciation	12,475	12,108
Equipment – net	999	359
Total assets	\$ 107,996	\$ 47,059
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 4,616	\$ 6,555
Accrued vacation	13,498	11,735
Deferred revenue	10,700	16,650
Total liabilities	28,814	34,940
NET ASSETS		
Unrestricted	4,182	12,119
Temporarily restricted	75,000	-
Total net assets	79,182	12,119
Total liabilities and net assets	\$ 107,996	\$ 47,059

A complete copy of the audited NAHEC Financial Statements, September 30, 2007 and 2006, is available upon request.

NAHEC is a charitable organization under section 501(c) (3) of the Internal Revenue Code. Gifts are tax deductible as allowed by law.

2007 Board of Directors

President

Alexander P. Fraser
Partner
Michael Best & Friedrich, LLP
Milwaukee, WI

Madeleine Boyer
Chief Marketing Officer
The Nemours Foundation's
Center for Children's
Health Media
Wilmington, DE

Past President

Chris Abele
CEO
Argosy Foundation
Milwaukee, WI

Susan P. Byrnes, RN,
Founder
Susan P. Byrnes Health
Education Center
York, PA

Secretary

Rebecca Zakowski
Director
HealthWorks! Kids' Museum
South Bend, IN

Bridget C. Coughlin, Ph.D.,
Deputy Chief Curator &
Curator of Human Health
Denver Museum of Nature
and Science
Denver, CO

Treasurer

Theresa Reagan
Executive Director
Children's Health Education
Center
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National Health Museum
Washington, DC

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Members Council Vice Chair

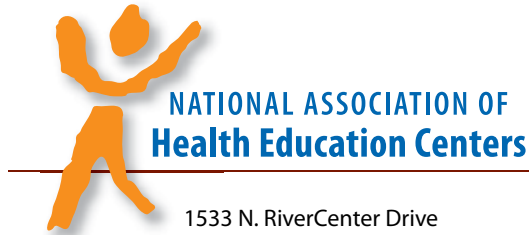
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American Association for
Health Education (AAHE)
Reston, VA

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Geri Howley

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Sue McKenzie

Marketing & Communications Director

Meg Miller