

THE
Art OF *Health Promotion*
ideas for improving health outcomes



THE GAME CHANGERS

HOSTED BY PAUL TERRY, PHD
EDITOR, *THE ART OF HEALTH PROMOTION*
PRESIDENT AND CEO, HEALTH ENHANCEMENT RESEARCH
ORGANIZATION(HERO)



AMERICAN JOURNAL of
Health Promotion

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CURRENT ISSUE

The *American Journal of Health Promotion* is a peer-reviewed journal on the science of lifestyle change. The editorial goal of the *American Journal of Health Promotion* is to provide a forum for exchange among the many disciplines involved in health promotion and an interface between researchers and practitioners. *The Art of Health Promotion* is a newsletter for practitioners published in each issue that provides practical information to make programs more effective.

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Health Promotion in the Workplace - 4th Edition
Michael P. O'Donnell, MBA, MPH, PhD
Completely Revised and Updated
Two new sections | Nine new chapters

20th Annual ART & SCIENCE of Health Promotion Conference

What is the Purpose of Health Promotion? Money, Health, or More?

April 25 - 29, 2016
Core Conference: April 27 - 29, 2016
Intensive Training Seminars: April 25 & 26, 2016
WELCOA National Training Summit: April 25 & 26, 2016
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ART & SCIENCE of Health Promotion Conference

Research Methods - Measurement Issues

- Development and Validation of the Cognitive Behavioral Physical Activity Questionnaire**
Susan M. Schembre, Casey P. Durand, Bryan J. Blissmer and Geoffrey W. Greene
Abstract | Full Text | PDF (993 KB)

- 66 **Abstracts**

OVERWEIGHT AND OBESITY

POPULATION HEALTH

PHYSICAL ACTIVITY

PRODUCTIVITY

Citation | Full Text | PDF (589 KB)

THE ART OF HEALTH PROMOTION

- TAHP-1 **Editor's Desk: The Game Changers Issue**
Paul E. Terry
Citation | Full Text | PDF (72 KB)

Twenty-Two Health Promotion Pioneers

- TAHP-2 **The Art of Health Promotion**

C. Everett Koop
Ron Z. Goetzel

Karen Glanz
Edith Parker

Lawrence W. Green
Paul E. Terry

Amelie G. Ramirez
Rena J. Pasick

Dee Edington
Wayne N. Burton

Albert Bandura
Larry Green

Michael P. O'Donnell
David Hunnicutt

Kate Lorig
LaVaughn Palma-Davis

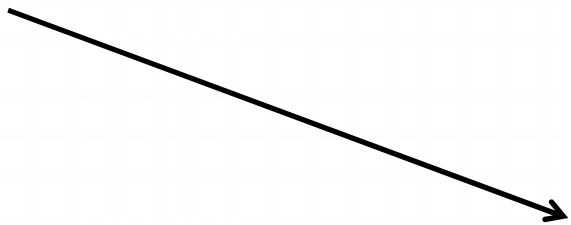
John W. Hatch
Eugenia Eng

Barbara A. Israel
Amy J. Schulz and Meredith Minkler

James O. Prochaska
David R. Anderson

Marshall Becker
Victor J. Strecher

Dean Ornish





LaVaughn Palma-Davis, MA
Senior Director, Health and
Well-Being Services
University of Michigan



Laurie Whitsel, PhD
Director of Policy
Research, American
Heart Association



Laura A. Linnan, ScD, CHES
Professor, Department of
Health Behavior Director,
Carolina Collaborative for
Research on Work & Health,
Gillings School of Global
Public Health, University of
North Carolina-Chapel Hill

TAHP Webinar Audience Poll



1. Which category best describes your academic training?

- a. Health Education, Health Promotion, Fitness, Nutrition, Public Health
- b. Behavioral Psychology, Social Psychology, Social Sciences
- c. Nursing, Medicine, Clinical Services
- d. Human Resources, Management, Business
- e. Other

Lawrence Green, DrPH



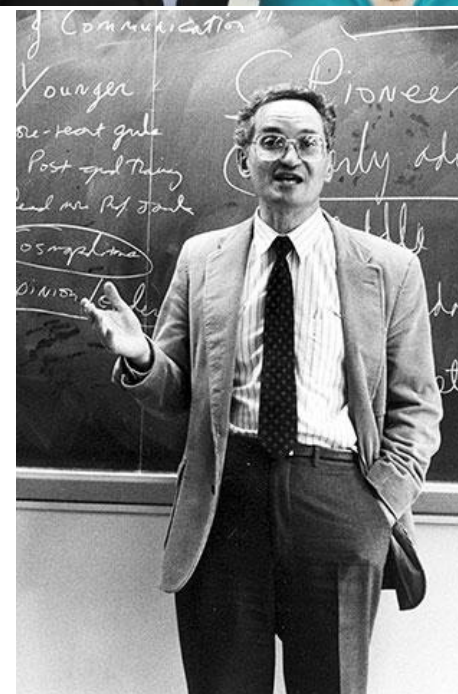
Adjunct Professor, Department of Epidemiology and Biostatistics, UCSF; and UCSF Helen Diller Family Comprehensive Cancer Center

- 2002 Health Education Hall of Fame Award, Philadelphia.
- 2004- Tribute of Society for Public Health Education, naming the award for the annual best paper in the journal, Health Education and Behavior, the Lawrence W. Green Award, from November 2004.
- 2004 Mayhew Derryberry Award for Behavioral and Social Science Contributions to Health Education, American Public Health Association Public Health Education and Health Promotion Section
- 2009 Elected to the Institute of Medicine, National Academies

Marshall Becker, Ph.D.,

SPH Professor, Department of Health Behavior and Health Education, University of Michigan

- 1987, Member of the Institute of Medicine of the National Academy of Sciences.
- National Research Council's Committee on AIDS Research and the Behavioral and Social Sciences
- Health Promotion Program Evaluation Advisory Committee of the Henry J. Kaiser Family Foundation.
- 1992, Leo G. Reeder Award for Distinguished Service to Medical Sociology from the American Sociological Association.
- 1988, Distinguished Faculty Achievement Award





Kate Lorig, DrPH

Director of the Stanford Patient Education Research Center, Stanford School of Medicine

- Developed the Arthritis Self-Help Course, the prototype for a number of self-management health programs
- Author of several books and many articles on arthritis, chronic disease, health education and behavioral science
- Virginia P. Engalitcheff Award for Impact on Quality of Life, National Arthritis Foundation (1996)
- Mayhew Derryberry Award for Excellence, American Public Health Association (1993)
- Award for Excellence in Health Education, National Health Management Foundation (1992)





Pekka Puska, MD, PhD

President of IANPHI and World Heart Federation

Serves on Governing Council of the WHO International Agency for Cancer Research

- Appointed Director General of the National Institute for Health and Welfare in 2008
- Director and principal investigator of the North Karelia Project in Finland for preventing cardiovascular disease
- Director for Non-communicable Disease Prevention at WHO from 2001 to 2003
- Former Director General of KTL



Barbara K. Rimer, DrPH

**Dean, and Alumni Distinguished Professor,
Gillings School of Global Public Health,
University of North Carolina at Chapel Hill.**

- *Author of more than 265 peer-reviewed publications
- *Co-editor (w. Glanz and Vishwanath) of *Health Behavior and Health Education: Theory, Research & Practice*
- *Director's Award from the National Institutes of Health (2000).
- *Task Force on Community Preventive Services (2003-2015)
- *Elected to Institute of Medicine (2008)
- *American Cancer Society's Medal of Honor (2013)
- *Appointed by President Obama to Chair, President's Cancer Panel (2011-present)



Game – Changing Places & People (one on the list)



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TAHP Webinar Audience Poll



2. The research evidence and theories of the Game Changers (Green, Glanz, Lorig, Becker, Prochaska) who helped define the field of health promotion are as relevant today as they were ten to twenty years ago.

- a. Strongly Agree
- b. Agree
- c. I am not sure/Neither
- d. Disagree
- e. Strongly Disagree

TAHP Webinar Audience Poll



3. Game changers worked in community health as often as with individuals and their lifestyles. Still, Health Promotion Practitioners are better equipped to work on individual change than environmental change.

- a. Strongly Agree
- b. Agree
- c. I am not sure/Neither
- d. Disagree
- e. Strongly Disagree

TAHP Webinar Audience Poll



Results from a prior webinar:

Health promotion professionals are well equipped to facilitate organizational culture change

- a. Strongly Agree - 7%
- b. Agree - 42%
- c. I am not sure/Neither - 27%
- d. Disagree - 22%
- e. Strongly Disagree - 1%

TAHP Webinar Audience Poll



4. There is a movement afoot to shift from “wellness” to “well-being” with a broader set of values guiding health promotion such as economic, career and community wellness. What is your take on this movement?

- a. It’s a retro movement. The “wellness wheels” of the 1980’s included these elements and more. I don’t believe this is much of a shift.
- b. The movement is a welcome indication that our field is maturing and evolving.
- c. This is a risky abandonment of health problems that many still care about such as producing an ROI, managing chronic conditions and/or preventing illness.
- d. It’s a fool’s errand to try to be everything to everybody. Let’s master wellness first.
- e. Huh? What movement?

TAHP Webinar Audience Poll



5. Game changers worked across sectors to change national policies but employers now play a greater role than in the past in health promotion. Which best represents your view on the potential of employers in advancing health?

- a. Employers have a natural stake in the health of employees and that is where they should remain focused.
- b. Family health is inextricably linked to employee health and I am a strong advocate for enlarging the employer's role to include family health promotion.
- c. Employee and family health is a great start but the higher calling for employers is to be a change agent on behalf of community health.
- d. I think employers/companies should give equal weight to their role in advancing the health of employees, families and communities.

TAHP Webinar Audience Poll



5. Game changers such as Koop, Ramirez, Kennedy and Satcher pushed the boundaries between private lives and public policies, but employer directed health promotion should put privacy and individual choice ahead of health policies such as tobacco penalties.

- a. Strongly Agree
- b. Agree
- c. Not Sure
- d. Disagree
- e. Strongly Disagree

TAHP Webinar Audience Poll



Results from a prior webinar:

Some believe discrimination against smokers is a gateway to discriminating against others such as the obese. Do you think tobacco bans present an ethical slippery slope?

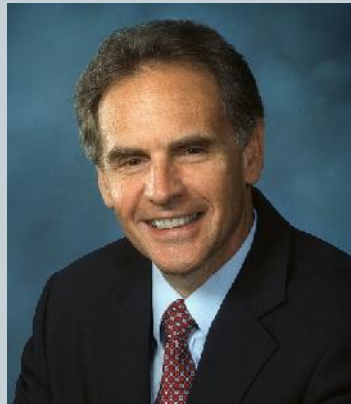
- a. Strongly Agree - 5%
- b. Agree - 25%
- c. Not Sure - 22%
- d. Disagree - 39%
- e. Strongly Disagree - 9%



UPCOMING WEBINAR

American Journal of Health Promotion
Authors' Series

Tuesday, October 27
1:00 pm (Eastern Time)



Hosted by
Michael O'Donnell, PhD, MBA, MPH
Editor in Chief, American Journal of Health Promotion