



Single Event Provider (SEP) Application Form

(This application form may be reproduced on your own computer software. Please follow the format below.)

FOR CONTINUING EDUCATION CONTACT HOURS IN HEALTH EDUCATION

Part I: Provider Information

Tax ID #: 33-0196518

Organization Name: Health Education Partners

Address: 1805 S. Grant St.

City/State/Zip Code: Arlington, VA 22202

Phone: 909-856-3350

Fax:

E-mail: jim@healthedpartners.org

Contact Person: Jim Grizzell

Title: Health Educator

Address (if different): _____

Phone/Fax/E-mail (if different): _____

Would you like your event listed on NCHCEC's Web site? YES

How should CHES register for your program?

Registration via PayPal link or downloading a form available at

www.healthedpartners.org/ceu/sm.

Start Date: Nov 2, 2009

Part II: Records Maintenance

Please indicate name, address and phone number of person responsible for maintenance of records for five years.

Name: Jim Grizzell

Title: Health Educator

Address: 1805 S. Grant St., Arlington, VA 22202

Phone/Fax/E-mail (if different):

Part III: Event Planning Committee

At least one member of the planning committee must be an active CHES

Chair: Name: Jim Grizzell

CHES#: 2670

Organizational Affiliation: Health Education Partners, Cal Poly Pomona, George Washington University

Part IV: Live Event Information Only (self-study skip to Part V below)

** Complete both sections for live events that will also be offered as self-study

Date(s) of Event: NA

Location of Event:

City: **State:** **Zip:**

County:

Type of Event:

(see application instruction pamphlet)

Number of CECH Requested: (1 CECH = 60 minutes)

Briefly explain how the need for this program was determined.

Part V: Self-Study Offering Information Only – Start Date: Nov 2, 2009

Program Title: Using Social Marketing for Health Promotion and Health Education Programs

Author/Presenter: Jim Grizzell

Briefly describe the author/presenter's qualifications in the topic area:

CDCynergy Social Marketing Train the Trainer. Social marketing consultant for US Air Force and universities. Trainer for its MPH CHES, health educators, exercise physiologists, RDs and other health providers. Faculty for George Washington University School of Public Health and Health Services Department of Exercise Science (teaching a course on increasing physical activity using social marketing. Faculty for Georgetown University's Center for Continuing and Professional Education course on social marketing. Teach online courses in stress management and consumer health for Cal Poly Pomona.

Number of CECH Applied for: 10.5 (1 CECH = 60 minutes)

Please describe the process used to determine the number of hours to complete the self-study:

The recommendation by NCHEC in Fall 2007 of 10.5 hours to complete the course was used. This matches two methods to determine hours. From a survey of CHES who recently completed the course and had little experience or education in social marketing took between 9 and 12 hours to complete the course. Also, reading and video time were calculated. Total words for all reading is approximately 125,000 words. At the slow and faster ends of the normal reading speed range, 250 and 300 words per minute, hours of reading time may be 7 to 8.5 hours. Thirty-nine videos total 200 minutes. Total course completion time for reading and viewing videos is about 10.3 to 11.8.

Reading ease and level for the course materials are primarily at college level. Flesch Reading Ease test results range from 35 to 45. Flesch-Kincaid Grade Level ranges from 11.5 to 13.5.

Describe the mode of delivery, including any steps the learner would take to access the program:

Delivery is directed self-study in which the learner participates without regard to time or location. This offering consists of seven learning modules with quizzes plus a test to be submitted online for scoring and credit. It includes: computer-based, prepackaged learning; videos; peer-reviewed, journal-based articles; and published educational/informational materials (government, reports, etc.).

To access the program learners will follow detailed instructions to access and use the computer-based materials and learn key concepts of social marketing. A second set of instructions describe the steps to complete the remainder of the six phases of planning health education programs using the social marketing approach.

All course materials available from these links:

<http://www.orau.gov/cdcynergy/soc2web/default.htm>

www.healthedpartners.org/ceu/sm

A CD with the materials may also be purchased by using this link:

<http://tangibledata.com/CDCynergy%2DSOC/Drive-thru/index.cfm>

Briefly explain how the need for this program was determined:

Surveys of health educators and social marketers, and review of literature provided information about the need for training in social marketing.

Most of 180 health educators surveyed have no or little experience or training in social marketing. Fifty percent had no education or only learned on the job and 30% had 1-hour classes to part-day workshops. Seventy percent had no or only class project experience. In each of the groups about 20% had now training or experience. Sixty percent rated themselves at a level of expertise of low or very low (5 point scale very low to very high).

Two responses from social marketing professionals:

"I've been using the term Social Marketing since 1972 in other people's countries. Just about everywhere I go, my client says, "John, wud you mind giving a half-day introductory workshop or presentation to my staff becuz they have heard of the term and really want to understand the concept"

- John Davies, [International Social Marketing Consultant](#)

"Social marketing skills are key to success for (at minimum) governmental employees responsible for influencing public behaviors that improve health, safety and the environment

And yet, it is not a required course for those majoring in public health, public administration, environmental affairs or public affairs. If it had been for the past 30 years, more of the tens of thousands of people working in jobs in public health, transportation, ecology would have this skill set. Since they don't, we now need to train them "on the job."

- Nancy Lee, President, [Social Marketing Services](#)

The review of literature found indications of training needs. CDCynergy's "History of CDCynergy" states that there has been a need for training in how to systematically plan, execute, and evaluate health communication intervention programs.

Franks, et al state that "Practitioners' lack of sufficient training in more systematic approaches to priority setting and program selection serves to perpetuate a reactive style of public health practice." Specific to social marketing they state "Its use as a tool in public health has been growing although many in the field have incomplete understanding of its techniques, its proper use, or its potential benefits."

- Franks AL, Brownson RC, Bryant C, Brown KM, Hooker SP, Pluto DM, et al. Prevention Research Centers: contributions to updating the public health workforce through training. Prev Chronic Dis. 2005 Apr Accessed on Aug 11, 2007. Available from: URL: http://www.cdc.gov/pcd/issues/2005/apr/04_0139.htm.

Describe the method used to assess the learners' achievement of the desired objectives:

Participants will take a 30-question multiple choice test covering key concepts of and health education program planning using the social marketing approach. Minimum passing score is 70%.

Please attach a detailed content outline for the self-study program.

Part VI: (All applicants) Check the Areas of Responsibility that are met by the program's learning objectives. Include this information for each session if learning objectives differ.

I. Assess Existing Health-Related Data (A - F)

II. Plan Health Education Strategies, Interventions, and Programs (A – G)

III. Implement Health Education Strategies, Interventions, and Programs (B – D)

IV. Conduct Evaluation and Research to Health Education (A – C)

V. Administer Health Education Strategies, Interventions, and Programs (A – D)

VI. Serve as a Health Education Resource Person (A – D)

VII. Communicate and Advocate for Health and Health Education (D)

Part VII: Certificate of Attendance/Completion (see attached sample)

Attach a Certificate of Attendance/Completion. This certificate must include the following information.

- Name and CHES identification number of participating CHES
- Number of continuing education contact hours earned
- Designated provider name and provider number (this will be assigned upon approval)
- Location of event (if applicable)
- Program title
- Date of event/program completion

NCHEC designation statement: *“Sponsored by (name of organization), a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) to receive up to ___ Category I contact hours in health education. Total contact hours earned: ___.”*

Part VIII: Evaluation Form (see attached sample)

Attach a copy of the evaluation form used to gather participants’ feedback on the learning experience.

Part IX: Payment

- **\$50.00 per event/program**
- Add \$50.00 to repeat a live event as a self-study for one year
- Add \$25.00 for each time a live event will be repeated within one year

You may submit a purchase order, check or money order made **payable to NCHEC**, or complete the credit card information below.

Check one:

VISA Mastercard Discover American Express

Card Number: 4046-4461-5493-6689 **Exp Date:** 05/11

Cardholder’s Name:

James V. Grizzell, III

Authorized Signature:



Billing Address:

1805 S. Grant St.
Arlington, VA 22202