



# *SOCIETY FOR PUBLIC HEALTH EDUCATION*

10 G Street, Suite 605 • Washington, DC 20002-4242 • Phone 202/408-9804 • Fax 202/408-9815 • Website [www.sophe.org](http://www.sophe.org)

**FOR IMMEDIATE RELEASE**

December 22, 2010

Contact: Sarah Leonard

(202) 408-9804

[sleonard@sophe.org](mailto:sleonard@sophe.org)

## **New Web Video Spotlights the Work of Health Education Specialists**

**Washington, DC.** – The Society for Public Health Education (SOPHE) proudly releases a new video showcasing the various roles, work settings, specialized training, and valuable contributions of health education specialists to enhancing the quality of life for all. The 2.5 minute production, *Health Education Specialists: Promoting a Healthy World*, showcases this exciting occupation, which the U.S. Department of Labor predicts will grow by 18 percent, which is faster than the average for all occupations through 2018.

Chronic conditions, such as diabetes, heart disease, and cancer, consume more than 75 percent of the \$2.2 trillion spent on health care in the United States each year. By focusing on prevention, health education and health promotion specialists reduce the costs – both financial and human – spent on medical treatment. An investment of as little as \$10 per person on proven preventive interventions could save the country more than \$16 billion in just five years.

“Health education specialists bring specialized knowledge and skills to the front line of prevention efforts,” states Elaine Auld, MPH, CHES, chief executive officer of SOPHE. “This video is designed to help raise awareness of employers and the public about what health education specialists can do for them, as well as inspire young professionals to consider a health education career.”

Included are photographs of various health education specialists in action – including images of individuals testifying on health policy legislation, working with diverse populations to improve their health, conducting assessments and training, and using new technology such as GPS to help plan and evaluate evidence-based programs. At the click of the mouse, viewers have the opportunity to see the dynamic field of health promotion through the lens of health education specialists working in schools, government agencies, community organizations, businesses, health care settings, and international arenas.

To view *Health Education Specialists: Promoting a Healthy World*, visit [www.sophe.org/healthedspecialist.cfm](http://www.sophe.org/healthedspecialist.cfm) which features additional resources on the health education profession. The video is also available on Youtube at

<http://www.youtube.com/watch?v=ErBECLCWNOk>

#####

The Society for Public Health Education is a non-profit professional organization founded in 1950 to provide global leadership to the profession of health education and health promotion and to promote the health of society. Located in Washington, DC, SOPHE's 4,000 National and chapter members advance health education theory and research, support excellence in health education practice, and promote public policies conducive to health. The Society publishes two scientific journals, *Health Education & Behavior* and *Health Promotion Practice*. For more information, go to [www.sophe.org](http://www.sophe.org).