Health Education and the Return on Investment: Getting the Most from Your Programs

June 17, 2009
9:00 a.m. to 12:00 p.m.
Office of Public Health Practice
714 N. Senate Ave., Suite EF 250    Indianapolis, IN  46202

In tough economic times, many programs can be at risk. This workshop will take participants through the process of determining the value of health education programs in both the intermediate and long term time frames. Dr. Terrell Zollinger will demonstrate how to set up goals/objectives/strategies, evaluation of the process, and determining various types of returns on health education programming. Through interactive activities and case studies, participants will learn to use and implement tools that can effectively determine quality and value of health education and public health programs.

Terrell W. Zollinger is a Professor at the IU School of Medicine, as well as Associate Director of the Bowen Research Center. He earned an M.S.P.H. in Biostatistics in 1976 and a Dr.P.H. in Epidemiology from Loma Linda University in 1980. He was appointed to the American College of Epidemiology as a credentialed member in 1983. His fields of specialization include health services research, maternal and child health research, tobacco use and other risk factor research, and program evaluation.

Dr. Zollinger serves as a research consultant to hospitals, health departments, managed care organizations and other health related organizations. He is the Director of Evaluation for the Indiana Area Health Education Centers project and the Learning Well, Inc. School-based Clinics. He is also a research consultant to the Indiana Minority Health Coalition's Racial and Ethnic Minority Epidemiological Center. He is a past-president of the Indiana Public Health Association. Dr. Zollinger has authored or co-authored over 60 publications in nationally recognized journals and over 160 technical reports. He has also served as the principal or co-investigator on over 55 funded grants and contracts.

Fee: $20 per person, includes all materials and breakfast

NETWORKING LUNCH
Following the workshop, you are invited to network with colleagues as we enjoy a lunch. Please note that the networking lunch is not included in the workshop registration fee.

Lockefield Au Bon Pain
901 Indiana Ave.    Indianapolis, IN 46202
Phone: 317-624-9123    www.aubonpain.com

Sponsored by:

An application has been submitted to award up to 2.5 Continuing Education Contact Hours (CECH) for certified health education specialists (CHES). SOPHE, including its chapters, is a designated multiple event provider of CECH's by the National Commission for Health Education Credentialing. Please note, a $3.00 per contact hour fee will be collected by Indiana SOPHE for non-InSOPHE members.