

PACIFIC COAST COLLEGE HEALTH ASSOCIATION FALL 2001 NEWSLETTER

FROM THE EDITOR

JOYCE JORDAN, MD

The events of September 11th brought tragedy to our country. Some of our college health professionals on the East Coast had the reality of this tragic event brought literally to their front doors and they rose splendidly to the challenge. While words cannot adequately express the sorrow and compassion many of us are feeling, life does continue. Our day-to-day reality still revolves around such common problems as flu and sprained ankles. Unfortunately, there are 'new words' in our vocabulary such as 'anthrax,' and 'disaster planning' has taken on an entirely new meaning for some. Hopefully, each of us can remember not only to reach out and provide support to others but also to take a moment each day for ourselves.

My thanks to each person who contributed to this newsletter. Like Tom Jacobsen, I now truly appreciate all the hard work of our immediate past Executive Director, Bill Waid, in the production of this newsletter. At the 2001 annual meeting in Las Vegas, Bill received the Ruby Rich Burger award in recognition of his work with PCCHA. Thank you Bill, and congratulations.

Any suggestions and comments to improve this newsletter or reach out to members of PCCHA are welcome. Contact me at: jjordan@csusb.edu Please forward this newsletter to members of your staff and other schools.

PRESIDENT'S MESSAGE

Dear Colleagues,

Two months ago, horrible events took place in New York and Washington, D.C. Since then, many people I have spoken with have expressed mixed emotions about the attacks on the World Trade Center Towers and the Pentagon. As the holidays near, I can only assume that these feelings may resurface or intensify if they ever really went away at all.

I too have experienced a variety of emotions; anger towards the attackers; fear for myself and my loved ones; frustration with information sources; and sadness for those we have lost. For many days I was especially concerned for our colleagues at the ACHA National Office. I was relieved to find out they were shaken, but all right.

What has helped me to move forward is my respect and admiration for those who assisted others in need, both at the attack sites and on my campus. I would suggest that as we continue to experience the effects of September 11, 2001, we take time to listen, reach out, and ask for what we need and be patient with those around us.

As for my term as president, it's one year down, one to go.... This past year has been a busy one for the PCCHA, the Executive Committee and me.

We had a major transition within the position of Executive Director. As many of you know, Bill Waid resigned as the Executive Director of PCCHA last year. Bill, also a former PCCHA President, served both the Executive Committee and the organization with dignity and professionalism. Thank you Bill.

With Bill's resignation, the Executive Committee decided to distribute the duties performed by the Executive Director to the rest of the Executive Committee and the appointed committee chairs. I want to thank Beth Applebee, Past President and ACHA Regional Representative, and Tom Jacobsen, President Elect, for helping me condense archived materials and rewrite officer and chair job descriptions.

I want to thank the Executive Committee and Committee Chairs for their support and input into this year's collaborative annual meeting with ACHA in Las Vegas this past May.

I also want to thank ACHA Executive Director, Doyle Randol, and the ACHA National Office Staff for collaborating with PCCHA on the annual meeting. As I worked with the ACHA staff, I found that they are an incredibly eager and supportive group of people who focused on the meeting details such that PCCHA members could see that this was their annual meeting too.

517 PCCHA members attended the 2001 Annual Meeting accounting for 25% of the total attendance. I was very excited to see this. From those I spoke with, PCCHA members felt well represented at the meeting. We participated in the Welcome address to the membership and the Awards Luncheon, we hosted the Diversity Reception, coordinated the Lucy Information Booth, and worked with the Student/Consumer Section on the Social Action donations project. Thank you to all who attended the meeting and especially to those who donated time and charitable contributions.

In the next year, the Executive Committee is:

- Working to increase the PCCHA Institutional Membership
- Carrying out the financial and day-to-day operations of the organization
- Working to communicate better with the membership via the internet
- Seeking members who would like to take leadership roles in the organization, and
- Assisting the planning committees for the next two annual meetings in Long Beach, CA and Tucson, AZ.

We are looking for committee chairs and others to serve on committees and for members to nominate their colleagues for awards both at the PCCHA and the ACHA levels. Please contact Daisye Orr, Chair of the Awards Committee at daisyeor@usc.edu if you would like more information on the awards and me if you **would like to get involved**.

*PCCHA 2002 Annual Meeting
At the Westin
In sunny Long Beach, California
November 20-23rd*

Mark your calendars now!!!!

Call for Programs Follows this Newsletter.

It has been an honor and a privilege to serve you this past year and I'm looking forward to the next one. For more information on the 2002 Annual Meeting , please contact me at trenshaw@usc.edu or (213) 740-9914.

Sincerely,
Jenny Attanasio, MHA, CHES
President

PCCHA Officers

PRESIDENT

Jenny Attanasio, MHA, CHES, Health Educator
University of Southern California, Los Angeles
Phone: (213) 740-9914 Email: trenshaw@usc.edu

PRESIDENT ELECT

Tom Jacobsen, MSHA, Associate Director
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(602) 965-9141 Email: tom.Jacobsen@asu.edu

VICE PRESIDENT

Joyce Jordan MD, Physician
California State University, San Bernardino
(909) 880-5241 Email: jjordan@csusb.edu

SECRETARY

Cathy Kodama MPH, Director of Health Promotion
University of California, Berkeley
(510) 642-7202 Email: ckodama@uhs.berkeleu.edu

TREASURER

Nancy McPherson, RPh, Assistant Director, Chief
Pharmacist
Northern Arizona University, Flagstaff
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ACHA REGIONAL

REPRESENTATIVE/PAST PRESIDENT

Beth Applebee, MBA, Director
Northern Arizona University, Flagstaff
(520) 523-6343 Email: Elizabeth.applebee@nau.edu

ACHA STUDENT REGIONAL

REPRESENTATIVE

Rachael Monteilh, Student
University of Southern California, Los Angeles

MEMBERS AT LARGE(To be appointed)

CHAIRS

RESEARCH AND GRANTS

(To be appointed)

GOLDEN GULL and RUBY RICH-BURGAR

AWARDS

Daisye Orr, CHES, Health Educator
University of Southern California, Los Angeles
(213) 740-2672 Email: daisyeor@usc.edu

2002 Annual Meeting

Jenny Attanasio, Health Educator
University of Southern California, Los Angeles

2003 Annual Meeting

Harry McDermott, Director and Physician
University of Arizona
Email: mcdermott@health.arizona.edu

2004 Annual Meeting

Mary Steed, Nurse Coordinator
Washington State University
Email: msteed@wsu.edu

By-Laws, Membership and Diversity Chairs

(To be appointed)

MESSAGE FROM STUDENT REPRESENTATIVE

**BY BIANCA BERRY, STUDENT MEMBER, SHAC
ON BEHALF OF RACHAEL MONTEILH
UNIVERSITY OF SOUTHERN CALIFORNIA**

**ACHA STUDENT REPRESENTATIVES
NOT TAKING CHANCES ON COLLEGE HEALTH**

The theme for this years' ACHA 2001 annual meeting was "Healthy Campus Not By Chance." Each student representative brought a different outlook and point of view into dialogues around college health. Throughout the conference, students were able to participate in various programs hosted by their peers. By sharing ideas that were useful to their student body on their campus, other student representatives were able to explore various possibilities for their own university. Students explored issues ranging from sex and intimacy to how to create a dynamic SHAC on your own college campus. Programs such as these helped to broaden the students' knowledge and understanding of health on college campuses as well as the roles they can play in improving student health.

When not involved with programs, students spent time getting to know one another and sharing their interests and involvement in student health. Periodic student meetings were held in order to select positions for the ACHA Section Chair-Elect as well as the Section Secretary. Sara A. Kuiti from the University of Minnesota – Twin Cities will take the position of Section Chair while Brian Ebel from the University of Texas –Austin was elected Section Chair Elect. Rachael Monteilh from the University of Southern California was also elected to the position of Student Chair Elect for PCCHA. Students were also elected to become members of one of the many Ad Hoc committees.

The overall experience was one to remember set in the high rolling city of Las Vegas, Nevada. The student section was far from a gamble, it was informational for both the students and the professionals that were in attendance. Students left with the confidence that they too could make a change on their campus.

**THE FIRST ANNUAL GOLDEN GULL AWARDS
BY DAISYE ORR, COMMITTEE CHAIR**

PCCHA began a new tradition this year at the Annual Meeting in Las Vegas: the Golden Gull Award for Best Practices in College Health. Formally established in 2001, the Golden Gull recognizes exemplary, innovative, and inspirational practices within four areas of college health: Clinical Services, Consumer Services, Counseling Services, and Health Education and Promotion Services. Gary Fredericksen, Director of Student Health Services at Cal-Poly Pomona, hatched the idea of the Golden Gull in 1998 as a programmatic award, encouraging the creation of programs to improve college health practices and advance the health of students.

A programmatic award is new to ACHA and its affiliates. Currently, all awards recognize individuals and not programs or practices. With the Golden Gull, a “program” is not just a residence hall presentation, and a “practice” is not just clinical work. These terms represent the work we do in college health: the well-run team, the creative outreach, the preventive principle that underlies a service. The Golden Gull Award honors who we are as professionals by honoring the work we do, which often develops a life of its own.

Five Golden Gulls were presented at the ACHA Awards Luncheon:

*Best Clinical Practices in College Health: Tobacco Reduction Program
University of Nevada, Las Vegas Student Health Center*

*Best Consumer Practices in College Health: Quality Management Program
Stanford University, Cowell Student Health Services*

*Best Health Education and Promotion Practices in College Health: Sex Talk
University of Arizona, Health Promotion and Preventive Services*

*Best Counseling Practices in College Health: Parents Matter
University of Arizona, Counseling and Psychological Services*

*Best in Show: Parents Matter
University of Arizona, Counseling and Psychological Services*

Congratulations again to each of our Golden Gulls, and thank you for the wonderful work you do. I would also like to thank those of you who nominated programs not selected this year – it was an inspiration in itself just to read each application and we hope you will submit again next year.

Finally, a very special thank-you to the first annual Golden Gull committee members who helped this award takes flight:

Gary Fredericksen, Director of Student Health Services, Cal-Poly Pomona

Cathy Kodama, Health Educator, University of California-Berkeley

Catharine Vader, RNC, Western Washington University

Dr. Ed Wiesmeier, Director of The Ashe Student Health Center, University of California-Los Angeles

It's not too early to think about next year! Nomination applications for the 2002 Golden Gulls (this is a self and peer-nominated award) will be out early summer 2002. If you have questions or would like further information, please contact me at: daisyeor@usc.edu or (213) 740-2672.

RESEARCH AND GRANTS
BY JOYCE JORDAN, MD ON BEHALF OF JIM GRIZZELL

Jim Grizzell, Committee Chair, Research and Grants, announced the 2001 recipients for the Grinold Awards in May 2001. There were six proposals submitted for consideration. The winning recipient is:

- 1) UA Survival Tips: Anticipating and Responding to Health Challenges of the College Experience.
Amount of Award is \$2,500.00
Principal Investigators: Kevin Nutter, PhD et al. University of Arizona.**

Congratulations to Kevin Nutter and his colleagues.

Anyone interested in submitting proposals for next years' grant/research cycle should contact Jenny Attanasio at trenshaw@usc.edu for more information. Potential candidates are encouraged start early.

Comments

Are you an Institutional Member of PCCHA? If not, or if you have allowed your membership to expire, please contact the Cathy Kodama, Secretary or Nancy McPherson, Treasurer to activate your membership. PCCHA needs active involvement and financial support from each institution.

Are you a student who would like to discuss common concerns and share information with other students in our region? Then join the student list serve for PCCHA at: listserv@asu.edu.

"Let's Make Waves"

Pacific Coast College Health Association 2002

November 20-23 at the Westin

Long Beach, CA

Paper/Program Description

Please complete and return by January 10, 2002. (Please type or print all information.)

1. Title of Paper/Program _____

2. Topic Relevance

Specifically, what problem were you trying to correct? What situation were you trying to enhance? If neither, then why would your colleagues need to attend this session?

Program/Paper Description* (This section weighs heavily in the review process.)

Define the problem or need

Describe your objectives

Describe the subject population.

Describe your methods and how they were chosen.

Describe your evaluation and key finding(s)/conclusion(s)

Please return the Call for Program forms to: Paula Swinford, Program Planning Chair, PCCHA 2002, University Park Health Center, USC, 849 West 34th Street, LA, CA 90089-0311.

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3. Behavioral Objectives

Referring to the instructions on the reverse side of the Audio/Visual Requirements sheet, state the major behavioral objective(s) for your program presentation. *Do not attach a separate sheet.*

The attendee should be able to...

Terms to Use

- to describe
- to explain
- to identify
- to discuss
- to compare
- to contrast
- to recite
- to define
- to differentiate
- to list

1. _____

2. _____

3. _____

4. Intended Audience (*check all that apply*):

- Physician
 Pharmacist
 Health Educator
 Mental Health Professional
 Nurse
 Administrator
 Student
 Nurse Director
 Other: _____

5. Program/Paper Information

This program is offered for consideration as a (*check all that apply*):

- 3-hour Program
 1 1/2-hour Program
 Research Symposium*
 Poster Session
 Lecture
 Workshop (hands-on applications)
 Panel Discussion
 Diversity
 Check here if you would like your proposal considered for a poster session display if not selected as a program.

6. Basics on Presenter(s)

How many students are enrolled at the Primary Presenter's Institution? _____

How many of each of the following will be involved in the Program?

- Physician
 Pharmacist
 Health Educator
 Mental Health Professional
 Nurse
 Administrator
 Student
 Nurse Director
 Other: _____

 Please print name of primary presenter

 Date

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Presenter Information

PCCHA Fall 2002 Annual Meeting * Los Angeles, California

Please complete and return by **January 10, 2002**. Photocopy as needed for **each** presenter. CVs will not be accepted. (Please type or print all information.)

Primary Presenter Information

Title of Paper/Program:

Name: _____

Preferred Degree: _____

Title/Position: _____

Institution: _____

Address: _____

City/State/ZIP: _____

Telephone: _____ / _____ **Fax:** _____ / _____

Email address: _____

Co-Presenter Information* (please continue on the back of this form)

Name: _____

Preferred Degree: _____

Organization: _____

Name: _____

Preferred Degree: _____

Organization: _____

Name: _____

Preferred Degree: _____

Organization: _____

***Each presenter must complete questions 1 – 7 on the back.
No resumes, CVs or other attachments please.**

Please return the Call for Program forms to: Paula Swinford, Program Planning Chair, PCCHA 2002,
University Park Health Center, USC, 849 West 34th Street, LA, CA 90089-0311.

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Each presenter must answer these questions. No resumes or CVs please.

Name _____

Primary Presenter

Co-presenter

Presider/Moderator

1. Are you an individual member of PCCHA/ACHA? Yes No

2. Please state your training or experience that establishes your expertise on the proposed topic:

3. Publications related to topic to be presented:

4. Education/Degree(s)/Certification:

5. Academic Appointments: _____

6. Involvement in Professional Organizations:

7. Awards/Honors Received: _____

Signature of Preparer _____

Please return the Call for Program forms to: Paula Swinford, Program Planning Chair, PCCHA 2002, University Park Health Center, USC, 849 West 34th Street, LA, CA 90089-0311.

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Audio/Visual Requirements

PCCHA Fall 2002 Annual Meeting * Los Angeles, California

Please complete and return, by **January 10, 2002.**

(Please type or print all information.)

Primary Presenter: _____ Telephone Number: _____

Program Title: _____

Check here for standard A/V setup (theater style, podium, microphone, overhead projector, 35mm slide projector).

1. Audio/Visual Equipment:

overhead projector

35 mm slide projector

electric pointer

videocassette player (playback only) and monitor

_____ 1/2" VHS _____ 1/2" Beta _____ 3/4"

audio cassette tape player (play only)

flipchart with markers

LCD Projection (You must provide your own computer and software.)

microphone(s)

A podium microphone will be supplied in all rooms where necessary. Please indicate the number of additional microphones you will need.

_____ table microphone (panel)

_____ lapel microphone

_____ floor microphone

other special equipment needed

2. Room Set-Up:

Please indicate the room set-up you require for this program:

theater

rounds

special (explain)

