

2021 FALL CONFERENCE:

EMBRACING THE NEW ERA OF HEALTH EDUCATION

HOSTED BY THE INDIANA SOCIETY FOR
PUBLIC HEALTH EDUCATION



MONDAY, NOVEMBER 8 | 1:00 - 4:30 PM

TUESDAY, NOVEMBER 9 | 8:30 - 12:00 PM

Virtual Conference via Zoom

REGISTRATION AVAILABLE AT WWW.INSOPHE.ORG



Key Areas

Advocacy

As public health professionals, InSOPHE members must be able to see beyond health fairs and information booths. It's our job to create public health changes in our community. How can InSOPHE members do that? By advocating for what we believe in!

Health educators are mostly seen at the "grassroots" level, creating and conducting programs to those in need. InSOPHE knows that's important, but we need to be seen more at the "grasstops" level meeting with legislators and key decision makers to let them know the importance of public health policies. Not only will our voices be heard, but people will see us as the experts in public health. You are not only advocating for public health, but for public health professionals as well. InSOPHE can help you become a great public health advocate.

Continuing Education

InSOPHE has partnered with the National Commission for Health Education Credentialing (NCHEC) to provide continuing education credits (CEs) for Certified Health Education Specialist (CHES)/ Master Certified Health Education Specialist (MCHES) members. We offer MCHES and CHES CE opportunities to our members for FREE and to non-members for the cost of the CE provided.

Networking

Now more than ever, networking is an essential tool for collaborations, partnerships and professional success. InSOPHE provides networking opportunities (even virtually) for members to get to know one another better and form professional relationships.

ABOUT INSOPHE

The Indiana Society for Public Health Education (InSOPHE) is a professional association made up of a diverse membership of health education professionals and students. InSOPHE promotes healthy behaviors, healthy communities, and healthy environments through its membership and partnerships with other organizations and universities. With its primary focus on public health education, InSOPHE provides leadership through a code of ethics, standard for professional preparation, research, and practice; professional development; and public outreach.

InSOPHE was originally established in 1963 as the Indiana Association of Health Educators (IAHE). After 25 years of being a small local organization, membership and the board of directors decided that an affiliation with a national organization would be beneficial to health educators in Indiana.

MEMBERSHIP BENEFITS

InSOPHE members receive the following benefits with their annual dues:

- Professional development opportunities
- Access to monthly member newsletter
- Updates on career opportunities and resources
- Advocacy updates and resources
- Reduced fees for workshops and conferences
- Networking events
- Access to membership directory
- Free access to Member Mobile application for quick and easy access to important InSOPHE features
- Scholarship opportunities
- Reduced fees for National SOPHE
- Continuing education opportunities for CHES/MCHES

Visit www.InSOPHE.org to learn more or contact Membership@InSOPHE.org

VIRTUAL CONFERENCE TIPS

Last year's conference, along with many other activities and events, were greatly impacted by the COVID-19 pandemic. Fortunately, the InSOPHE Board of Directors had the ability to transition the annual fall conference to a virtual setting for the safety and well-being of presenters, members, and other conference attendees.

With the rapid and alarming rise in COVID-19 cases and hospitalization rates due to the spread of the Delta variant, this year's conference will be no different. We thank you for your patience and support in the Board's decision to maintain a virtual conference for a second year. For the health and safety of all conference attendees, presenters, and their families, we hope you enjoy this year's conference theme, focused on embracing this new era of health education that we now must face in our daily lives.



FOR THE BEST VIRTUAL EXPERIENCE, PLEASE CONSIDER THE FOLLOWING:

- Download zoom client (the app), rather than viewing the conference on your web browser. This will give you additional features to utilize during the conference and minimize technical glitches.
- Ensure your zoom software is updated to the latest version!
- First time joining a zoom meeting? Familiarize yourself with zoom by joining a test meeting! You can test out your microphone and speakers before joining the live conference. Visit www.zoom.us/test to test your connection now.
- It may be helpful to have your organization's IT on stand-by, should you run into any technical issues. Restarting your device is always an easy first step to troubleshooting as well!
- We want you to get the most out of the fall conference so we ask that you please refrain from working on other projects during the conference sessions. [Click here](#) to read more about virtual meeting etiquette.

CONTINUING EDUCATION

An application for this event has been submitted to award Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) to up to a total of 5.0 Category I Entry-Level Continuing Education Contact Hours (CECH). No Advanced-Level or Continued Competency CECH are available. The National Commission for Health Education Credentialing, Inc. has approved SOPHE and its chapters as designated multiple event providers of CECH in health education.

WHAT IS CHES® AND MCHES®?

The National Commission for Health Education Credentialing, Inc. (NCHEC) was founded in 1988 to address the industry-wide need to enhance the professional practice of Health Education through the promotion of a credentialed body of Health Education Specialists. NCHEC offers two certifications, **Certified Health Education Specialist** (CHES®) and **Master Certified Health Education Specialist** (MCHES®); that of which establish national standards of practice, and verifies a health education specialist's knowledge and skills through examination and continuing education.

WHAT VALUE DOES A NATIONAL CERTIFICATION PROVIDE?

- Establishes a national standard of practice for all health education specialists
- Attests to the individual health education specialists' knowledge and skills
- Assists employers in identifying qualified health education practitioners
- Develops a sense of pride and accomplishment among certified health education specialists
- Promotes continued professional development for health education specialists

IF YOUR ORGANIZATION IS INTERESTED IN PARTNERING WITH INSOPHE FOR CONTINUING EDUCATION OR IF YOU ARE INTERESTED IN PARTICIPATING IN INSOPHE'S CONTINUING EDUCATION COMMITTEE, PLEASE CONTACT INSOPHE CE DIRECTOR AT CONTINUEDINGEDINSOPHE@GMAIL.COM

DAY 1 PREVIEW

2021 VIRTUAL FALL CONFERENCE

MONDAY, NOVEMBER 8, 2021

OPENING REMARKS | 1:00 - 1:15 PM

Abby Abram, InSOPHE President

Sam Mundt, InSOPHE Student Representative

KEYNOTE | 1:15 - 2:45 PM

"USHERING IN A NEW ERA OF HEALTH EDUCATION: WHAT WE'VE LEARNED AND WHERE WE ARE GOING"

Presented by: Charity Bishop, Lisa Yazel, and Heidi Hancher-Rauch

Description: "Health Education Specialists (HES) are at the forefront of the COVID-19 pandemic response. Three investigators will share findings from three research studies conducted from May, 2019, to March 2021. The studies examined how the COVID-19 pandemic affected HES in regard to professional work roles and workplace settings. Additionally, the Responsibilities and Competencies for Health Education Specialists were examined to identify effects of the pandemic on professional preparation and application of skills by practicing professionals. In one study, an electronic survey assessed the effect of the pandemic on HES professional responsibilities, challenges, and concerns about the future. Of 913 respondents, 43% reported changing work priorities, with 80% stating work priorities shifted to COVID-19. Most felt qualified to take on the new responsibilities but feared an inability to return to previous roles."

BREAK | 2:45 - 3:00 PM

Stand up and stretch your legs

BREAKOUT SESSIONS | 3:00 - 4:00 PM

During this time, you will have the opportunity to attend one of the following sessions:

Project ECHO: Translating Evidence- Based Information in Practice in Real-Time

How COVID-19 Has Changed the Way We Engage in Health Advocacy

Prioritizing Wellness Throughout COVID-19

Teaching Nutrition in a New Era

Adapting Health Education in a Virtual World

EVENT QUESTIONS?

CONTACT PRESIDENT@INSOPHE.ORG

DAY 1 PREVIEW

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- **"PROJECT ECHO: TRANSLATING EVIDENCE- BASED INFORMATION IN PRACTICE IN REAL-TIME"**

Presented by: Andrea Janota, Anye Carson, and Kaley Liang

Description: The Project ECHO model incorporates four core components that help health care teams understand how to care for their community. This virtual mentoring platform brings together interdisciplinary professionals to empower one another and share their best practices. IUPUI ECHO Center currently organizes thirteen distinct programs and five which are focused on complex health conditions. Certified health education specialists are encouraged to participate and share their public health knowledge to help health providers solve barriers related to social determinants of health.

- **"HOW COVID-19 HAS CHANGED THE WAY WE ENGAGE IN HEALTH ADVOCACY"**

Presented by: Sam Mundt and Heidi Hancher-Rauch

Description: COVID-19 has changed the field of public health in many ways, including significant transformations within the area of health advocacy. Although advocates had already made a footprint in online and hybrid forms of advocacy through the rise of social media campaigns, COVID-19 pushed advocacy almost entirely into the digital world during the previous 15+ months. This presentation will discuss how COVID-19 has changed the way health educators advocate and the successful strategies we can continue to use as we emerge from COVID-19. In addition, attendees will be led to set a couple advocacy goals of their own in order to implement one or more of the advocacy techniques demonstrated over the next three months. The skills developed during this presentation will be transferable to any advocacy topics desirable and help move attendees into the future of health advocacy.

- **"PRIORITIZING WELLNESS THROUGHOUT COVID-19"**

Presented by: Kelsey Van Paris

Description: In this presentation, participants will learn strategies for revamping wellness programming and health education to reflect current climate that the COVID-19 pandemic has created. Heavy emphasis will be placed on mental health and ensuring employees feel supported by their employers whether working virtually or in-person. We will also take a dive into employee engagement and the creativity needed to sustain involvement in workplace wellness programming.

EVENT QUESTIONS?

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- **"TEACHING NUTRITION IN A NEW ERA"**

Presented by: Blake Connolly and Marcia Sweet

Description: Participants will learn who the Purdue Extension Nutrition Education Program is and how they work to support nutrition and physical activity throughout Indiana. During the COVID-19 pandemic, direct education efforts transitioned from in-person delivery methods to virtual methods. Lessons learned in transitioning to this new method will be shared.

- **"ADAPTING HEALTH EDUCATION IN A VIRTUAL WORLD"**

Presented by: Tanya Shelburne and Delyte Chester

Description: Tanya and Delyte will offer creative ways to conduct virtual health education trainings as they share specific examples of how they adapted the "Breathe: Healthy Steps for Living Tobacco Free" trainings from an in-person format to a virtual platform during COVID and beyond. The pros and cons of conducting both in-person and virtual trainings will be discussed, with an emphasis on how to overcome the challenges associated with virtual trainings and maximize impact. The trainers will also offer numerous strategies on how to engage participants during virtual trainings to keep the trainings interactive. Along the way, they will offer tips and tricks as well as lessons learned when adapting to virtual formats and sustaining virtual options long beyond the pandemic to enhance their health education impact.

DAY 1 CLOSING REMARKS | 4:00 PM

Breanna Miles, InSOPHE Treasurer

FALL CONFERENCE SOCIAL EVENT IN INDIANAPOLIS (OPTIONAL) | 5:30 - 7:00 PM

Books n' Brews South Indy, 3808 Shelby Street, Suite 1, Indianapolis, IN

While the fall conference is virtual, we miss connecting face-to-face with our members and colleagues! We'd like to invite you to our conference social event - come network with your fellow InSOPHE members, fellow conference attendees, meet current board members, and have some fun with food and drinks! **Attendees will be entered into a raffle for the chance to win a gift card!**

Please RSVP: www.tinyurl.com/InSOPHEFall21social

EVENT QUESTIONS?

CONTACT PRESIDENT@INSOPHE.ORG

DAY 2 PREVIEW

2021 VIRTUAL FALL CONFERENCE

TUESDAY, NOVEMBER 9, 2021

ANNUAL BUSINESS MEETING | 8:30 - 9:10 AM

InSOPHE Board of Directors

CASE STUDY COMPETITION AWARDS | 9:10 - 9:20 AM

BREAK | 9:20 - 9:30 AM

Stand up and stretch your legs

NCHEC UPDATES | 9:30 - 10:15 AM

Presenter: Melissa Opp

Description: Present recent updates to HESPA II, changes to CHES and MCHES exams, and review continuing competency requirement.

PANEL DISCUSSION | 10:15 - 11:00 AM

"How has the pandemic shaped your work as a health educator and how have you continued to engage in your work to serve your target audience/meet project goals?"

Panelist

- Kisha Hampton, Indiana Hemophilia & Thrombosis Center
- Christina Stafford, Wellness Council of Indiana
- Sylvia Thomas, Step Up, Inc.
- Kelsey Van Paris, Indiana Department of Health

BREAK | 11:00 - 11:15 AM

Quick bio break or great time to get some steps in

KEYNOTE | 11:15 - 12:15 PM

"RESILIENCE: WHAT IT IS, HOW IT WORKS, AND HOW TO BUILD IT"

Presented by: Janette Helm

Description: The presentation will focus on the science of resilience: what we know from research, including a.) studies of children b.) studies of adults c.) application of research findings to behaviors. Practical examples, with small group discussion will include resilient behaviors in the workplace, enhancing personal resilience strengths and behaviors, practices for coaching resilience in others.

EVENT QUESTIONS?

CONTACT PRESIDENT@INSOPHE.ORG

Presenter Biographies

DAY 1

Monday, November 8, 1:00 PM – 4:30 PM ET



Keynote Speaker

CHARITY BISHOP, MA, CHES®

Lecturer and Program Director @ IUPUI

Charity Bishop is a Lecturer and Program Director at the Fairbanks School of Public Health at Indiana University, Indianapolis (IUPUI). She teaches courses in health promotion methods, community organizing, and career preparation. She has worked in a variety of community health nonprofit management positions and with community assessment. She currently serves as the Speaker of the House of Delegates for SOPHE, is the Indiana delegate to the SOPHE House of Delegates, and serves on the SOPHE Professional Preparation and Membership Committees.



Keynote Speaker

HEIDI HANCHER-RAUCH, PHD, CHES®

Professor and Director @ University of Indianapolis, Public Health Program

Heidi Hancher-Rauch, PhD, CHES has been a university faculty member and researcher for approximately 16 years, the last 14 of those at the University of Indianapolis where she is a professor and director of the Public Health Program. She has practiced in the field for more than 20 years, including work in the areas of community disease prevention and worksite health. Her areas of expertise include health policy and advocacy, program evaluation, and evidence-based health promotion. Health advocacy has always been her main passion, with the majority of her publications and professional presentations on the topic. Heidi has provided professional service as the Board Trustee for Advocacy & Resolutions for SOPHE (2019-2021), serves on the SOPHE Advocacy Committee, is the SOPHE delegate to the Coalition of National Health Education Organizations, is a member of the Top 10 Steering Committee, and previously served as the director of Indiana SOPHE Advocacy for two terms. Heidi started a chapter of Eta Sigma Gamma at the University of Indianapolis in 2019 and continues to serve as co-sponsor of the organization. She engages with community organizations such as the Indiana Minority Health Coalition as an outside evaluator and uses her advocacy skills to promote health equity and social justice every chance provided.

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Keynote Speaker

LISA YAZEL, EDD, MCHES®

Assistant Research Professor @ Indiana University School of Medicine

Lisa Yazel, Ed.D., MCHES® is an assistant research professor in the Center for Pediatric Obesity and Diabetes Prevention Research and the Youth Diabetes Prevention Clinic at the Indiana University School of Medicine, Department of Pediatrics. Lisa is also an adjunct professor in the Social Behavioral Sciences department in the Richard M. Fairbanks School of Public Health. Lisa's research interests focus on obesity and diabetes prevention and treatment in youth and families, the health education specialist workforce, advocacy for public health/community health efforts, and implementation science methods focused on equity in diabetes prevention and treatment programs and diabetes patient-centered care. Additionally, she is engaged in building sustainable partnerships at the grassroots level to increase access to healthy food for those in need. Lisa's educational background is in community health with a focus on evaluation and clinical research. She is an investigator on multiple research studies and author of publications related to the prevention of type 2 diabetes in adolescents, weight management, health education, nutrition/physical activity, building empathy in health education specialists, and breast cancer detection and survivor quality of life. Her academic service focuses on professional development of health education specialists, as well as promoting collaboration and collective impact for improvement in community health.



ANYE CARSON, MPH

Program Specialist @ IUPUI ECHO Center

Anye completed her Master's in Public Health at the University of Indianapolis. She has spent time engaged in public policy and maternal health. She is currently employed at the IUPUI ECHO Center and serves as a Program Specialist managing the center's HIV ECHO, and Cancer ECHO, and COVID-19 ECHO.

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BLAKE CONNOLLY, MPH

Assistant Director @ Purdue Extension Nutrition Education Program

Blake is a graduate of Purdue University with both a Bachelor's degree in Health Sciences and a Master of Public Health with a concentration in family and community health. He currently serves as the Assistant Director for the Purdue Extension Nutrition Education Program (NEP). In this role, Blake provides statewide leadership and training for SNAP-Ed and EFNEP staff who provide direct nutrition education and community wellness assistance to limited-resource communities in an effort to increase access to health and wellness opportunities.



DELYTE CHESTER, CHES®

Health Educator @ Health Ed Pros

Delyte completed her undergraduate degree in 2016 at the University of Indianapolis, where she received her B.S. in Community Health Education. After completing a 300+ hour internship during her college career with Health Ed Pros, she was hired on as a Health Educator. She is currently a Certified Health Education Specialist and a Safe Sitter instructor. Delyte loves teaching health education to children, especially in the topic fields of puberty and human development. When Delyte is not teaching students, she is serving as a Tobacco Control Specialist Consultant with the Indiana Tobacco Prevention and Cessation Commission. She works statewide in tobacco control, but also sits on local tobacco coalitions and boards.



MARCIA SWEET, MS

Marketing & Communication Specialist @ Purdue Extension Nutrition Education Program

Marcia graduated with a Bachelor of Arts degree in print journalism and English, double major, from Western Kentucky University and a Master of Science in Human Services with a concentration in organizational and social services from Purdue University Global. After serving four years as a Nutrition Education Program Advisor, she is currently the Marketing and Communications Specialist for the Purdue Extension Nutrition Education Program (NEP). Prior to joining Purdue, Marcia worked as a reporter and sections editor at newspapers in Indiana and Louisiana.

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ANDREA JANOTA, MPH

Director @ IUPUI ECHO Center

Andrea D. Janota is the director for the IUPUI ECHO Center at the IU Fairbanks School of Public Health. Andrea was involved at the ground-level establishing the first ECHOs in Indiana and today leads the Center's 13 topic-specific programs. Andrea is also an adjunct faculty in the Department of Epidemiology and is studying for doctoral degree in Global Health Leadership. She received an MPH in Global Health from Boston University and previously worked in population health at Massachusetts General Hospital.



KALEY LIANG, MPH, MS

Program Specialist @ IUPUI ECHO Center

Kaley Liang is a Program Management Specialist for the IUPUI ECHO Center at the IU Fairbanks School of Public Health. Her primary programs focus on increasing access to specialty care and treatment for individuals within the LGBTQ+ community and those living with hepatitis C and chronic pain. Kaley is committed to reducing health disparities and bridging knowledge gaps by connecting rural healthcare providers with medical specialists across the state. She received an MPH in Social and Behavioral Sciences from the Fairbanks School of Public Health and a MS in Cellular and Integrative Physiology from the IU School of Medicine.



SAMANTHA MUNDT, BS, CHES®

Graduate Student @ University of Indianapolis

Samantha Mundt is a student at the University of Indianapolis. She completed her undergraduate degree in Public Health Education & Promotion in August of 2021 and will finish her Masters in Public Health the following year. In her time at UIndy, Samantha has served as president of the Epsilon Psi Chapter of Eta Sigma Gamma and held internships with the Indiana Minority Health Coalition, the Hoosier Environmental Council, & Connections IN Health. She also serves as the University of Indianapolis' Collegiate Champion for SOPHE and as of January 2021 she has become the Student Representative for InSOPHE. Samantha's interests are in health education and promotion, health administration, health policy & advocacy, and non-profit writing & editing.

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TANYA SHELBURNE, MPH, CHES®

Consultant/Project Manager @ Health Ed Pros

Tanya Shelburne has worked in the Public Health Community in central Indiana for more than 20 years in both the government and nonprofit sectors. She received her undergraduate degree from Purdue University in Child Development and Family Studies with a specialization in Child Health. She later earned her Master's in Public Health from the Fairbanks School of Public Health at IUPUI. Tanya spent 10 years at the Indiana Department of Health in several areas. Previously, she spent 7 years serving as the Vice President of Program Development for Little Red Door Cancer Agency. She has experience with strategic planning, program implementation and evaluation, public speaking, grant writing, coalition building, advocacy, and fundraising. Tanya currently serves as a contractor for Health Ed Pros to provide tobacco education and policy support among Indiana Head Start programs and other organizations serving low income families as well as providing technical assistance to tobacco specialists across Indiana.



KELSEY VAN PARIS, MS

Wellness and Physical Activity Coordinator @ Indiana Department of Health

Kelsey (Barrick) Van Paris received her BS and MS in Kinesiology from the Indiana University School of Public Health in Bloomington, IN. She has been with the Indiana Department of Health, Division of Nutrition and Physical Activity for five years, working first as the Physical Activity Education Coordinator, and now as the Wellness and Physical Activity Coordinator. In this role Kelsey provides grant funding, educational opportunities, and technical assistance to worksites on best practices for healthy living. She is also a Wellness Champion for the Indiana State Government and provides guidance for employers to foster healthy workplaces. Throughout 2020 and 2021, Kelsey was heavily involved in State's response to COVID-19 and was tasked with the opportunity to lead testing and vaccine locations statewide. The COVID-19 response combined with managing workplace wellness grantees, has given Kelsey the tools and knowledge to lead employers in a healthy, supportive direction.

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DAY 2

Tuesday, November 9, 8:30 AM – 12:30 PM ET



Keynote Speaker

JANETTE HELM, MA, RN, MCHES®

*Education and Organizational Development Specialist and
Adjunct Faculty @ IUPUI*

Janette Helm has over 25 years of experience as a health care educator in leadership roles with hospitals, membership associations, and community non-profit boards. She has provided multiple conference keynote presentations on the topic of Resilience. She has taught courses including Organizational and Group Behavior and Building Resilience to Lead Change for IUPUI since 2010.



KISHA C. HAMPTON, MPH

SCORE Outreach Coordinator @ Indiana Hemophilia & Thrombosis Center

Kisha Hampton has been practicing public health for over 27 years. She received her Master's in Public Health with an emphasis in BHS from Indiana University School of Medicine. She currently serves as the SCORE Outreach Coordinator at the Indiana Hemophilia & Thrombosis Center. In this role, she provides education and coordination of care for individuals with sickle cell disease between ages three to early adulthood. She also trains and educates new staff and health care providers about Hemoglobinopathies in Indiana and abroad. Kisha has been instrumental in the development and implementation of several sickle cell programs around the state. In her spare time, she serves as the Director of Education for Journey By Grace Missions, Inc. an organization addressing the unmet needs of those living with sickle cell in Kenya. Her interests include program development, international health and sickle cell disease and teen transition

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MELISSA OPP, MPH, MCHES®

Deputy Executive Director @ National Commission for Health Education Credentialing, Inc.

Melissa Opp has worked for the National Commission for Health Education Credentialing, Inc. (NCHEC) for over 10 years, becoming the Deputy Executive Director in 2013.



CHRISTINA STAFFORD, M.A.

Program Coordinator @ Wellness Council of Indiana

Christina Stafford has been with the Wellness Council of Indiana (WCI) since 2015. While her responsibilities have changed a lot over the years, she is currently responsible for guiding member organizations through the WCI's AchieveWELL program, helping recruit and retain member organizations and leading member discussions on a variety of employee health and well-being topics. Christina loves her job and the people she works with! She earned her bachelor's degree from Hope College in Holland, Michigan and her master's in wellness management with a minor in business from Ball State University. Outside of work, Christina loves to try new recipes, spend time with her husband and daughter and hunt for treasures on Facebook Marketplace and at garage sales.



SYLVIA THOMAS

Education and Outreach Coordinator @ Step Up

Sylvia Thomas is a Queer, Transgender, and Intersex activist who works as the Education and Outreach Coordinator at Step Up. In her role, she manages the Real Time Education Program where she works with vulnerable community members that are impacted by stigma and ignorance to address misinformation on sexual health. She also is funded by the Health Foundation of Greater Indianapolis to educate and consult with providers to better services for the transgender community in HIV care. Sylvia Thomas began her community work as she grew up as an LGBTQ+ Youth in Indianapolis. Her activism played a major role in college through organizing student protests and conferences on topics of Social Justice work. She assisted in being a founding member and employee of the IUPUI LGBTQ+ Center. Sylvia is also a successful poet, she was recently the poet for Copenhagen 2021: WorldPride and EuroGames.

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*We strive to advance the health education and health promotion profession
through research, service, leadership, and education*