



# The TSHA Brief

A Publication of the Texas School Health Association

## President's Perspective: Patricia Lee, B.S., MEd

I hope that everyone enjoyed the conference this past January. "Piecing Together Healthy Lives" was a success through the help of our membership, officers and board members. I appreciate the Board of Directors trust in me to bring in some different speakers and I hope that you discovered new information to implement in your school.

Our membership continues to grow, not just in numbers but in diversity. TSHA's continued growth will allow the organization to support its members as they meet the needs of the students, faculty, and communities in which they live. I encourage you to step up to the challenge in 2011 and bring new colleagues to the conference. The 2011 Conference will be in Houston. If you are interested in presenting at the conference or would like to suggest a presenter please contact Nicole Townsley, President-Elect and conference planner.

In the upcoming year, I encourage you stay up to date on legislative issues that affect physical education, nutrition education and sexuality education. In addition to advocating for school health in the political arena, I encourage you to contribute to the future of school health in Texas by:

- Nominating a colleague for a TSHA award
- Encouraging a student to apply for the Bushan Scholarship
- Encouraging a health education teacher to apply for the Impact Award
- Writing a manuscript for the TSHA Brief
- Taking a leadership role in TSHA as a committee member, board member or officer

I would like to thank the TSHA Board Members and Officers for their dedication, contributions, and hard work throughout the year. A special thanks to JoLeen Eiklenborg, Maggie Willis, and Cassidy Gutierrez who completed their terms on the Board.

Lastly, a special welcome to Karyn Beauchamp, Vice President, JoLeen Eiklenbord, Secretary, and new board members Marilyn Booth, Judy Jones, Carra Morino. I am excited about the upcoming year for school health and awesome conference in January 2011.

April 2010

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# Healthy Life...Happy Life: TSHA Annual Conference 2011

## SAVE THE DATE!



Join us in Houston January 2011  
Marriott Houston Westchase  
TSHA Annual Conference

### CONFERENCE PROPOSALS

**DUE JUNE 15, 2010**

Nicole Townsley, TSHA President Elect is putting together an exciting conference for you in Houston, January 2011. Here is a snap shot of the speakers and exciting topics that will be presented at that conference:

- **Alliance for a Healthier Generation**  
Liset Leal-Vasquez MA, R.D., L.D.
- **El Paso ISD SHAC chairperson**  
Bridget Swinney M.S., R.D
- **LIVESTRONG -School Program**  
Devon McGoldrick, MPH
- **Tutt & Daggs- Motivation**  
Kevin Tutt & Mike Daggs
- **Drum Cafe-Team Building through Drumming-**  
Dale Monnin, Director
- **HYPE-Teenager Hiphop Dance Group**
- **Educ against Drugs/Tobacco/Alcohol:**  
J.Anthony
- **ArgiLIFE Extension**  
Rita Avendano, MPH
- **Power2Inspire- Inspirational Speaker:**  
Trey Brown
- **John Hopkins Bloomberg School of Public Health**  
Vincent DeMarco

*\*Speakers still subject to change*

TSHA is looking for speakers for the 2011 Annual Conference. If you are interested in speaking at the conference, send your conference proposal in today! TSHA is committed to providing a dynamic conference that provides information for each of the eight core components of coordinated school health. You, the TSHA members, are our greatest asset! Many of you have developed and maintained amazing programs that affect the health and well being of children and adults in your community. Share your ideas with our members! For more information on how to send in a conference proposal, check out the website or e-mail your idea to [tsha\\_ed@txschoolhealth.org](mailto:tsha_ed@txschoolhealth.org) or Nicole Townsley, TSHA President Elect.

# Snus: Tobacco's Newest Product Just for Your Kids!

Author: Cindy DeSai



Snus (sounds like “Snoose”) is a smokeless tobacco product that has become available in the United States in the past couple of years. It is very similar to snuff and chewing tobacco; however,

unlike these products, it is scentless, spitless, and has flavors very similar to chewing gum (original, frost, mellow and spice). Snus is growing in its popularity, and is quickly becoming an attractive product for youth.

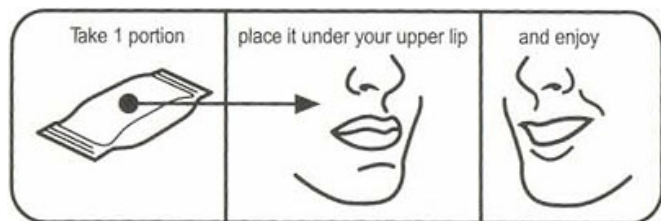
Snus comes in a small packet, about the size of a small piece of gum, which fits invisibly between the gum and the lip. It does not require the use to spit. Each packet contains the same amount of nicotine as one cigarette, and it releases nicotine into the blood stream for up to 30 minutes at a time. Each packet also contains 28 cancer-causing agents, similar to cigarettes, and places youth at risk for a number of health problems including oral cancer, pancreatic and stomach cancers, gum disease, and sores and spots on the tongue and in the mouth. Snus can lead to nicotine addiction and dependence, and is not a safe alternative to smoking.

Snus originated in Sweden approximately 20 years ago, where it was designed to be used as a cessation aid, much like the way nicotine patches and Nicorette gum are used here in the United States. Unlike Sweden, the United States tobacco industry does not sell Snus as an aid to stop smoking. Instead, since launching their new Snus products in 2007, Marlboro and Camel have used aggressive marketing campaigns targeting youth. Their

advertisements state that Snus is a less harmful and convenient alternative to cigarettes and that it is more “socially acceptable” than cigarettes. Snus does not smell, does not produce secondhand smoke, and, since it is virtually invisible during its use, does not generate the social stigma that smoking cigarettes does. Snus is a great “companion” product which, when used in combination with cigarettes, will allow discrete intake of nicotine in class, at work, or in smoke-free environments. Snus comes in colorful packaging and trendy displays in stores that makes it appealing to youth. The colorful tins are the same size as a cell phone and can be easily hidden in purses, lockers or pockets. Colorful packaging makes this product very appealing to the youngest members of society, and Snus would be extremely dangerous if ingested by small children.

The new federal tobacco regulation laws does not cover Snus, and this gives the tobacco companies free reign to design and market this product to deliberately recruit new youth users, maintain addictions and discourage quitting. Snus is sold at a significantly lower price than cigarettes, which also makes it attractive to youth.

Parents and teachers need to be aware of Snus and the dangerous, addictive and adverse health effects to the learning child. To read more about Snus, please visit: [www.tobaccofreekids.org](http://www.tobaccofreekids.org) or [www.lungusa.org](http://www.lungusa.org).



## Health Care Reform- What's in it for our children?

**Author: JoLeen Eiklenborg,**  
**TSHA Past President and Current Secretary**

Whether you agree or disagree with the new over 2000-page Health Care Reform bill, now law; the question is how does it affect our school children? And how does it affect school health?

Never mind what media is used to gather your information, there are some aspects we will need to consider for our school children and for ourselves too. Please do not think I had time to read all 2000 pages of this bill, I have not. I have only perused different segments of the bill.

The following are suggested changes for our children in the next four years:

In 2010, three changes: (1). Children may stay on their parent(s) insurance policies until the child turns 26-year old (2). Children's pre-existing illness (conditions) may not be denied coverage from the insurance companies, and (3). Indoor tanning will obtain an excise tax, which will increase the cost of tanning. This would be a similar tax example, which was put on tobacco products to decrease children's use. In 2011, the health care reform will make changes for long-term care insurance programs, Medicare coverage gap for the elderly and new fees on drug markets. In 2012-2014, the bill will provide taxes for fiscal year updates to the Health Care System. In 2014, the individual without employer-provided health care or small business can shop for health care coverage - and insurance companies will be barred from denying coverage on the basis of pre-existing conditions. In addition, people will be required to purchase health insurance or face penalties.

The 10-year implementation of the health care bill will always be a progressive document. This is with assumptions the law provisions will be repealed or changed in subsequent legislation. In addition, there will be mid-year elections and another general election for president prior to the 10-year proposed accomplishment.

If the health care reform does as it is expected for at least the first year, our children will benefit. Knowing government and the legislation process, you have not heard the last of this bill/law. The one aspect the legislators did not address was the education of children to avoid the unhealthy habits in the first place. If the government would address childhood obesity and school health issues with such passion as they did with the Health Care Reform bill; we could have extinguished or reduced many children's health issues in the school setting.

This is just one opinion on the health care reform legislation; I request your comments on how to improve on health education for the children. The dialogue would increase our awareness on children school health issues.

# How Does Your Garden Grow?

Authors: Carra Moroni, M.Ed., RD, LD and  
Alexa George, PhD, MPH, RD, LD

Are you a teacher looking for new ideas to get your students engaged in your lessons? How about a SHAC member trying to come up with a project for your school? Or maybe a community member who wants to be involved in the health of your community's children? If you haven't already, consider organizing a school and/or community garden! There are a myriad of ways that getting kids of all ages involved in gardening can be beneficial.

Gardening provides important opportunities for children to understand where their food comes from, and teaches them self-sufficiency. A school garden also helps teach responsibility, and provides a delicious reward for hard work! If your school foodservice personnel are included and involved, you may be able to incorporate the garden produce on the menu.

Teachers can incorporate school gardens into their lessons, and almost any subject can be applied to the garden setting. Some schools, such as Princeton High School in New Jersey, have had each department sponsor a garden bed, planting fruits and vegetables most relevant to their subjects. The foreign language teachers planted seeds native to the cultures whose languages they taught, while the science department chose plants to study erosion prevention. The garden can become the classroom in a number of ways: calculating bed distance and seed yield for math, inspiration for creative writing and English, photosynthesis for science, and a still life for art class.

If you're interested in starting a garden at your school, here are a few general steps to get you started:

1. Find any like-minded partners. These individuals may be teachers, other school personnel, parents, students, service organizations, master gardeners or community members.
2. Meet with school leadership. Be sure to include your school's decision makers early in the process to make sure you have support and approval. (Don't forget to try and recruit these decision-makers to help with the garden!)
3. Tentatively scout out a location, resources, and a budget. Your garden may be as elaborate as multiple raised beds, hoop houses and water-catchment systems, or as simple as a collection of small pots and containers on the edge of the playground.
4. Advertise and recruit more members to firm up plans for your garden. Attend community- and school-sponsored events to spread the word, talk with friends, and consider putting ads in your local media outlets.
5. Get gardening!

**A school garden also helps teach responsibility, and provides a delicious reward for hard work!**

There are many resources available to help guide you through the process of starting a school garden. Your local Agri-Life Extension Agent is a great source of ideas, guidance and assistance.

Community coalitions with a health focus may also be of help. Similarly, your local or regional state health department should be able to provide technical assistance or connect you with others in the community that can help.

Finally, explore the multitude of resources online.

References and resources available on next page.

## How Does Your Garden Grow?

These are just a few resources available:

- “School Gardens” online guide, created by Texas A&M  
<http://aggie-horticulture.tamu.edu/kindergarden/child/school/sgintro.htm>
- *Getting Started: A Guide for Creating School Gardens as Outdoor Classrooms*, created by the Center for Ecoliteracy and distributed by the California Department of Education  
<http://www.ecoliteracy.org/sites/default/files/getting-started-2009.pdf>
- “School Garden Wizard,” developed by the United States Botanic Garden and Chicago Botanic Garden  
<http://www.schoolgardenwizard.org/>
- “KidsGardening” website by the National Gardening Association, with resources, grant opportunities, class project ideas, and much more <http://www.kidsgardening.org/>
- “The Edible Schoolyard” <http://www.edibleschoolyard.org/>
- “School Food Environment - ENACT Strategy: Gardens,” created by The Strategic Alliance, with links to tools, resources and the evidence base for using school gardens as a strategy to fight childhood obesity  
<http://eatbettermovemore.org/sa/enact/school/schoolgardens.php>
- *Digging Deeper: Integrating Youth Gardens Into Schools & Communities* by Joseph Kiefer and Martin Kemple
- “Got Dirt? A Garden Toolkit for Implementing Youth Gardens,” created by the Wisconsin Department of Health Services  
[http://dhs.wi.gov/health/physicalactivity/pdf\\_files/GotDirt\\_09.pdf](http://dhs.wi.gov/health/physicalactivity/pdf_files/GotDirt_09.pdf)
- “Austin School Garden Network” website, focused on Central Texas  
<http://www.austinsgn.org/default.htm>
- “REAL school gardens” website, focused on North Texas  
<http://www.realschoolgardens.org/en/aboutus.html>

# Call for TSHA Award Nominations

TSHA is requesting nominations for the John P. McGovern and the Martha Licata Awards. **The deadline for nominations is November 30, 2010.** From the nominations, the TSHA Nominating Committee will select the finalists. The awards will be presented during the Awards Banquet at the TSHA Annual Conference held in Austin on January 30, 2011. Nomination information is below and should be submitted to

“TSHA Vice President- Karyn Beauchamp”,

PO Box 1227

Lampasas, TX 76550.

## John P. McGovern Award

The John P. McGovern Award recognizes and honors individuals for their outstanding contributions and distinguished service in the field of school health. Dr. McGovern is a charter member of TSHA and an internationally renowned physician noted for his work in the area of school health promotion and disease prevention. The John P. McGovern Award is presented in honor of a most dedicated and generous charter member of TSHA. This award is presented to an individual who shows signifi-

cant, highly meritorious contributions to the school health field, and acknowledges dedication to TSHA principles through outstanding professional contributions. This award is NOT limited to TSHA members.

**“Nominate your candidate for their outstanding contribution to school health today”**

### John P. McGovern Award Nomination Information:

1. Name & contact information of the nominee
2. Describe their contribution to the school health field. Describe how these contributions are above and beyond their normal work responsibilities. List honors and awards received related to the profession. List service to the profession. TSHA members sending letters of support (at least 3).

## Martha Licata Award

The Martha Licata Award recognizes and honors members of our Association for their exemplary contributions and services to the Texas School Health Association. This award was established in honor of the late Martha Licata, a founding member of the Association. Martha set high standards for TSHA through tireless devotion to professional principles and health promotion.

This award is presented to one or more active or retired members who have shown significant contributions to TSHA. This award IS limited to TSHA members.

**“Nominate an outstanding TSHA member for their commitment to the organization”**

### Martha Licata Award Nomination Information:

1. Name & contact information of the nominee
2. Describe their contribution to the school health field.
3. Describe how these contributions are above and beyond their normal work responsibilities.
4. TSHA members sending letters of support (at least 3).

The application deadline for all TSHA Awards is November 30, 2010.

Send in your application today! Application forms on the website at [www.txschoolhealth.org](http://www.txschoolhealth.org)

# Call for TSHA Award Nominations

## IMPACT AWARD

TSHA is proud to announce a scholarship opportunity for health teachers in Texas. The purpose of the IMPACT Award is to honor health teacher for the IMPACT he/she has on the health of students. Also TSHA would like to encourage health teachers to return and contribute to our annual conference.

The IMPACT Award is in the amount of \$1,000 which the

teacher will receive at the conference the following year.

The application for the Impact Award can be found on the TSHA Website.

Applications for the next award will be decided following the 2012 Conference. You may send your application in any time prior to the conference.

We know health teachers make an IMPACT everyday in your school.

Nominate your favorite health teacher today!

**“Nominate your  
HEALTH TEACHER  
for their outstanding contribution  
to school health today”**

## BUSHAN SCHOLARSHIP

The Bushan Scholarship was created to honor students K-12 for a health related project. Dr. Bushan, a prominent pediatrician, donated the funds for this program several years ago. Dr. Bushan was committed to improving the lives of Texas youth and was a strong supporter of school health initiatives and TSHA. TSHA is very honored to offer this award in his name.

Applicants must be a student in grades K-12. Applicants must be able to present a health related activity or program that they have been involved in their school or community at the TSHA annual conference.

The Bushan Scholarship is \$750.00 and is intended to cover the conference registration fee, cost of travel. Remaining funds is intended to go towards furthering academic goals.

The deadline for application is October 1, 2010. See the TSHA website for more information.

**“Nominate an outstanding  
STUDENT  
for their commitment to school  
and community.”**

**The application deadline for all TSHA Awards is November 30, 2010.  
Send in your application today! Application forms on the website at  
[www.txschoolhealth.org](http://www.txschoolhealth.org)**

# CONGRATULATIONS 2010 AWARD WINNERS

The 2010 recipient of the John P. McGovern Award is:

**Carey Scofield Dabney**

The 2010 recipient of the Martha Licata Award is:

**Marissa Rathbone**

This year's recipient of the IMPACT Award is:

**April Leslie Hooper**

**Congratulations to these leaders in school health!**

## Are you interested in running for the TSHA Board?

Membership interest and leadership dedication are key ingredients for any organization to be successful. The **Texas School Health Association (TSHA)** membership has steadily improved over the past few years and we must continually work to make sure growth continues.

Likewise, we must be persistent in searching for new board members. Progress for any organization calls for new ideas and fresh enthusiasm.

This in turn becomes a force for pushing the group to greater accomplishments. For this to occur

we need to have members step forward and participate in leadership roles. It is acceptable for any member to submit the name of a potential board member. Serving on the **TSHA** Board can be a very rewarding experience.

The election of new board members is held during the annual conference each year. Board members serve for a three year term.

Applications should be submitted no later than **December 15** to **TSHA** Executive Director.

Please note that a person can apply to become a board member or they can nominate a colleague to serve on the **TSHA** Board of Directors.

### **Positions Open in January 2010**

- TSHA Vice President
- TSHA Treasurer
- 3 TSHA Board Positions

**Nomination Deadline  
December 15, 2010**

# BOARD MEMBER/OFFICER NOMINATIONS

## **TSHA Officer Nomination Information:**

The Vice President is elected every year; this person becomes President Elect, President and then Past President for a four year commitment.

The Secretary is elected every two years, on even number years.

The Treasurer is elected every two years, on odd number years.

## **TSHA Board Member Information:**

Prerequisites for Board membership are that the applicant has been a member of the TSHA for one full year, is willing to commit to a three (3) year term, is willing to contribute to The Brief, and desires to actively participate on the Board.

Date \_\_\_\_\_ Name \_\_\_\_\_

Occupation: \_\_\_\_\_

Telephone (work) \_\_\_\_\_ (fax) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail  
address \_\_\_\_\_

## **Please respond to the following items:** (You may attach a separate sheet)

What role do you play with school health programs in Texas?

What are your qualifications for serving on the Board?

Which professional activities have prepared you for this service?

In your opinion, what needs to happen in the state of Texas for its children to achieve better health?

Please accept this application as my desire to serve on the TSHA Board of Directors. If I am selected to serve on the TSHA Board, I will give my full effort to be actively involved to help the Association grow and prosper.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# TSHA Treasurer Report:

Treasurer Report 03/01/2009 - 06/02/2010

## Inflows

2009 Conference and Membership Fees	\$ 5,240.00
2010 Conference Fees	\$18,321.88
2010 Membership Fees	\$ 2,615.00
Impact Award Scholarship	\$ 1,000.00
Interest	\$ 159.48
McGovern Donation 2009	\$ 5,000.00
<b>Total Inflows</b>	<b>\$32,336.36</b>

## Outflows

2009 Conference Reimbursement	\$ 243.21
2009 Summer Board Expenses	\$ 1530.46
2010 Conference Board Expenses	\$ 1,418.00
2010 Conference Expenses	\$ 21,333.99
ED Stipend	\$ 9,200.00
Impact Award Winner	\$ 1,000.00
Post Office Box	\$ 56.00
Web Design	\$ 1,320.75
Website Monthly Maintenance	\$ 1,490.00
<b>Total Outflows</b>	<b>\$37,592.41</b>

## Bank Balances:

Long Term CD	\$11,002.67
Short Term CD	\$10,051.52
TSHA Checking	<u>\$ 8,311.21</u>
<b>Total Operating Funds:</b>	<b>\$ 29,365.40</b>
TSHA Bushan Scholarship	\$ 8,642.84
TSHA Fowlkes Scholarship	\$ 987.49
<b>Total Cash and Bank Accounts</b>	<b>\$ 38,995.73</b>

**THANK YOU TSHA ANNUAL CONFERENCE SPONSORS**

