

# New York State College Health Association Newsletter



From the NYSCHA President

Kathy MacLachlan, MS, ANP  
Syracuse University

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It is hard to believe we are on the home stretch of another academic year! I always think of this time of the year as an occasion to take stock of the past 8+ months and assess the need for change. This year I have identified areas for improvement in my professional life, but I can not quite get my arms around what improvements would benefit NYSCHA, or even where to begin taking stock of the changes that have loomed for so long and finally materialized three months ago.

As a Board and, more importantly, as an organization, I think we are almost standing still and taking in the notion of being united with ACHA and the ten other affiliates. We have yet to realize what the change will mean in the long-term, and I think we are a bit reluctant to act on anything until we figure out how the change will affect us. Little by little, we are starting to realize a bit about **who** united membership will affect, but we are not clear on how to advocate for those affected. One thing we can be grateful for is a Board whose members have one common goal and that is the best our organization can offer its members and past members (whom we have christened **Friends of NYSCHA**). Those falling in this group are long-term faithful members of NYSCHA who find the higher dues structure required for ACHA/NYSCHA individual membership beyond personal financial means.

**Important Note:** We are acutely aware of our volunteer leadership within NYSCHA, particularly our District Representatives, who may fall into the **Friends of NYSCHA** category. As a Board, we are very much feeling our way through the change to mandatory ACHA individual membership and are not considering revisions to leadership criteria at this point. We value all of our volunteers, especially those in the districts, and we need you through this transition. If you have questions, please contact me or anyone of the Board members.

Naturally, we hope for an eventual return to the NYSCHA membership roster but, for now, we intend to keep in touch with our Friends of NYSCHA in the same manner we do members. Our recent turn to predominately electronic communication via our website ([www.nyscha.org](http://www.nyscha.org)) has opened access to NYSCHA information to virtually everyone. The information includes the quarterly NYSCHA Newsletter, Board member contact listings, and NYSCHA background and operational guidelines, as well as opportunities for funding to cover District or student programs.

I will continue to encourage former individual members of NYSCHA to consider a trial one-year membership in both organizations at the higher cost. One way to look at it is that you will be getting membership at both the national and state levels for the **fee minus \$25.00** because you will not be paying two sets of dues! The other option (and this is especially pertinent to smaller schools) is institutional membership in ACHA, which allows for one pre-paid individual annual membership. For a complete explanation of this plan, see the December 2007 Newsletter that is posted on the NYSCHA website.

**ACHA News—Incorporation:** The initiative toward united affiliate status with ACHA brought forth some long-standing and extremely pertinent issues! Among those issues was protection for affiliate funds, as well as officers and members. Until now, even united affiliates have had no security other than the good faith of their leaders and membership. During the campaign for united status, ACHA leaders began serious efforts to ensure financial and liability protection for all affiliates. In 2007, a plan to incorporate ACHA and its affiliates was disclosed at the 2007 Annual Meeting during the Leadership Round-Up in San Antonio, Texas. Long story short, the plan has come to fruition. Both the ACHA legal and financial counselors have drawn up formal documentation and asked each affiliate to review and sign if in agreement. This plan has been well received nationally.

All of this information is available to members on the ACHA website under the **Bulletin Board** section. To view the information and **Articles of Incorporation**, click on the first item (affiliate/NYSCHA) and click the first thread (Incorporation). Incorporation not only protects our funds, leadership and members, it also clearly identifies NYSCHA as an autonomous group that will continue to operate as always. The NYSCHA Executive Board met in Syracuse on March 7<sup>th</sup> and voted for incorporation, with the documents edited and signed on March 10<sup>th</sup>.

## ACHA Affiliate New Professional Award

**Kathy MacLachlan, MS, ANP**  
Syracuse University [kmmaclac@syr.edu](mailto:kmmaclac@syr.edu)

The NYSCHA Awards Committee received a number of nominations for the ACHA Affiliate New Professional Award. Each nomination described an individual committed to the health of students and most deserving of this award.

After much deliberation, the committee selected **Shari Shapleigh, NP** who has served as Director of the Tompkins Cortland Community College Health Center since September 2006. The campus serves 2500 students of whom 400 live in residence halls. The college was without a health center until the fall of 2006. Shari has been responsible for developing a mission and goals and designing the services and activities to accomplish the goals. She offers acute care services including examination, laboratory, medications and immunizations and had the foresight to institute electronic medical records when she started. She is currently working on a system to transfer immunization records to the EMR.

Shari provides health education by incorporating nursing students as peer advocates. As a part of their clinical experience, students present informal seminars in residence halls on topics of interest to students such as STD's, the *Freshman 15*, self-care for URI's, and mental health topics. Shari has accomplished much of the above by herself as the sole employee of the Health Center. After 18 months of operation, Shari's negotiating skills earned one additional employee for the Health Center, a secretary who can manage phone calls and patient arrivals.

Her nominators describe Shari as a professional with ingenuity, creativity, and determination. Shari will be honored at the ACHA Awards & Fellows dinner in Orlando, Florida on Thursday, June 5, 2008.

## Dates to Note on Your Calendar

- May 22** College Health Symposium at SUNY Brockport. See announcement in this issue.
- June 3-7** ACHA Annual Meeting in Orlando, Florida. For information, check [www.ACHA.org](http://www.ACHA.org).
- October 1** Deadline to submit nominations for NYSCHA Annual Awards. Information about submitting nominations will be e-mailed to members.
- Oct. 22-24** NYSCHA Annual Meeting in Syracuse, NY. Information about the meeting is available at [www.NYSCHA.org](http://www.NYSCHA.org)
- December 1** Nominations for "ACHA Affiliate New Professional Award" due to NYSCHA President.

### New York State College Health Association MISSION

The New York State College Health Association (NYSCHA) is an organization of individuals dedicated to promoting the health, safety, and well being of college students through primary care, mental health services, health counseling, health education, & health promotion activities. NYSCHA also recognizes its role as an advocate for health services and their representatives in areas relating to college health.

## Nomination Process for the 2009 2009 ACHA Affiliate New Professional Award

Given that the nomination process for this award involves two organizations (the individual affiliate and ACHA) there can be confusion and consternation surrounding the selection process. It may be timely to review the process before we enter the selection process for 2009. The ACHA New Professional award targets college health personnel who have served in the field for 3 years or less. Professional status applies to health care providers in all areas of practice and at all levels, physicians, nurse practitioners, physician assistants, mental health professionals, health educators, administrators, and support staff.

*The nomination process is as follows:*

ACHA will post a call for nominations in the ACHA Action Newsletter, on the ACHA website, and on-line in early November.

The deadline for nominations is set by each affiliate executive board.

Candidates must be recommended with one letter of nomination and at least one letter of support. Having one person take responsibility for collecting letters is recommended.

Letters are to be sent to the affiliate President for review. The selection is made by the affiliate Awards Committee with the name and supporting documents forwarded to the Chair of the ACHA Awards Advisory Committee.

Award recipients are announced in the April issues of affiliate newsletters and the ACHA Action Newsletter.

It is not too soon to be thinking about the 2009 awards. Many candidates for the New Professional Award will

## About the NYSCHA Annual Meeting From the President

**Kathy MacLachlan**  
Syracuse University

**kmmaclac@syr.edu**

Our 2008 Annual Meeting is taking shape with Linda Dudman organizing speakers, exhibitors, and quality programming!

Since we will be returning to the Syracuse University Sheraton, I can say that I have the opportunity to view the venue fairly often....and, it is looking great! It has been renovated slightly since our last visit in 2004, but it still has that sense of comfort and quality.

Syracuse University Health Services is directly across the street from the hotel, and we plan to take advantage of that proximity to offer at least one tour of our facility. One item of interest to attendees may be that we are currently working toward converting to Electronic Medical Records (EMR). Some (or many) of you may be ahead of us on this move into the 21<sup>st</sup> century; however, in the planning stage of this transition, I am beginning to realize that we will be looking at a "work in progress" for awhile. We will also implement student "self check-in" prior to Fall 2008 and have installed lab and pharmacy technology that will interface with our EMR server. We look forward to sharing our technological progress in October 2008!

## News from District 1

**Maryann Walsh RNC**

**Stony Brook**

**mw Walsh@notes.cc.sunysb.edu**

District 1 met on January 18 at Queen's College Worker Educational Center with sixteen people in attendance. We had two speakers: Andy Hitz from Merck spoke about the Gardasil vaccine and Joseph Palughi from Bendiner Labs spoke about his services.

Also discussed was a book called "Student Bodies- Influence of SHS in American Society and Medicine" written by Heather Munro Prescott. This book is recommended as good reading for health service staff.

The next meeting will be held on May 9 at Queen's College Worker Educational Center at 25 West 43rd St, 19th Floor in New York City. Our speaker will be Sheila Palevsky MD, from the Bureau of Immunization, NYC Department of Health. We have been privileged to have her speak in the past. She is a wonderful resource.

On a personal note I have been appointed Regional Faculty for the American Heart Association.

## News from the NYS Office of Alcohol and Substance Abuse Services (OASAS)

**Corinne Adams**  
NYS OASAS

Eight **Campus Community Coalition Initiative Grants** were awarded to regional college consortia across the state in March 2008. They were each awarded up to \$25,000 to address at least one of seven strategies in their region. The strategies they could select from were: Learning Institute, Responsible Beverage Server Training, Community Anti-Drug Coalition of America (CADCA) Annual National Leadership Forum, Town Hall Meetings on Underage Drinking, Resource Directory, Equipment, Student Leadership Conference.

The eight consortia receiving grants are:

- The Capital District Regional College Consortium on Alcohol & Other Drugs
- The Central New York Regional Consortium
- The North Country Consortia
- The New York City Alcohol and Other Drug College Consortium
- The Finger Lakes Collegiate Task Force on Alcohol and Other Drugs
- The Leatherstocking Regional Consortium on Campus Community Substance Abuse Prevention
- The College Consortium of Dutchess/ Ulster counties
- The Westchester Area Colleges Alcohol and Other Drug Consortium

The Campus Community Coalition Initiative grants were announced in a March 2008 press release by the

## NYSCHA Listserv ([nyscha@list.brockport.edu](mailto:nyscha@list.brockport.edu))

To encourage information sharing among members, NYSCHA has a listserv to provide quick and easy access for anyone in college health to communicate with each other on-line.

To join the listserv, send a blank e-mail to: [join-nyscha@list.brockport.edu](mailto:join-nyscha@list.brockport.edu). Leave the subject line blank. You will be active almost immediately. To send messages to the listserv once you are a member, send an e-mail to [nyscha@list.brockport.edu](mailto:nyscha@list.brockport.edu). You will know you have received a message from the listserv when you see nyscha@list as the sender. If you respond using the "reply" button, you will be responding to the entire listserv.

## About the NYSCHA Annual Meeting

**Linda Dudman**  
NYSCHA Conference Planner

**ldudman@uhs.rochester.edu**  
University of Rochester

**Conference Schedule** *The conference schedule is available on the NYSCHA web site.*

The NYSCHA 2008 Annual Meeting will be held October 22-24 at the Sheraton Syracuse University Hotel and Conference Center on the campus of Syracuse University. The Annual Meeting will open on Wednesday, October 22 with a luncheon followed by the keynote presentation.

Following the keynote presentation, concurrent sessions will be scheduled throughout the Annual Meeting with two sets of concurrent sessions on Wednesday afternoon, two sets of concurrent sessions on Thursday morning and two more sets on Thursday afternoon, and one set of concurrent sessions on Friday morning. A general session for all attendees will be held on Friday morning.

The majority of meals are included with the registration. On Wednesday, we will open the Annual Meeting with lunch. Dinner on Wednesday evening is on your own. An evening dessert reception is scheduled to provide an opportunity for attendees to relax and visit at the end of the day. All of Thursday's meals are included as part of the registration fee. The Annual Banquet will be held on Thursday evening. Breakfast on Friday is included.

This year, we made a change to the schedule for Friday. Rather than have two sets of concurrent sessions following the general session, we will offer a general session and one set of concurrent sessions. These programs will be longer (90 minutes vs 75 minutes) than the sessions on the previous two days. As a result, the conference will end at 11:15. We made this schedule change in response to comments from attendees that they would like the conference to end before they need to check out of the hotel. By lengthening the Friday sessions to 1 1/2 hour, we are minimizing the impact on the total number of CE credits that can be earned.

Companies and organizations that provide services and products for college students and health services have been invited to exhibit on Wednesday and Thursday.

**Conference Registration** *The registration form is on the NYSCHA web site.*

You can register for the Annual Meeting at any time. The registration fee for the full three day Annual Meeting is \$250 if paid by October 13, 2008 (\$300 if paid after October 13). Single day registration fees are available and are noted on the registration form. Payment is due prior to the start of the Annual Meeting.

The registration fee includes lunch and an evening dessert reception on Wednesday; breakfast, lunch, and the Annual Banquet on Thursday; and breakfast on Friday. There is an additional fee for attendees applying for continuing education (CE) credits. The fee is \$25 if you are an individual member of ACHA and \$50 if you are not currently an individual member of ACHA.

To encourage student attendance, we have set a low registration fee for students. The registration fee for students who attend the full meeting is \$25. There is no registration fee for students who come for one day or who come for the last half of the Annual Meeting (i.e., Thursday afternoon through Friday morning). Students must register even if there is no fee. A copy of the student's ID must accompany the registration form.

### Continuing Education (CE) Credits

We plan to offer continuing education credits for clinical medicine (CME), nursing (CH), and health promotion (CECH). We will also anticipate offering CASAC credits. If you are applying for credits, check the registration form for the fee and include your payment with your registration fee.

### About the Hotel

[www.sheratonsyracuse.com](http://www.sheratonsyracuse.com)

The Sheraton Syracuse University Hotel and Conference Center is located on the campus of Syracuse University. Reservations are made by calling the hotel directly at **315-475-2266** or **800-395-2105**. When reserving your room, say you will be attending the 2008 New York State College Health Association Annual Meeting.

Hotel conference rates are available through September 29, 2008. The conference rates are \$117/night for a single, \$127/night for a double, \$137/night for a triple, and \$147/night for a quad. Parking is available in the hotel's attached parking garage at a reduced fee of \$5.00 per vehicle per night for registered hotel guests. The hotel is wheelchair/disability accessible.



**The Hotel Entrance**

## Region V Representative Report ACHA Board of Directors Meeting – February, 2008

**Brooke Durland, MD**  
Rochester Institute of Technology

bddsch@rit.edu

The winter meeting of the ACHA Board of Directors began again this year with a visit to Capitol Hill in Washington, DC. Meetings with legislative staffers had been arranged to focus on updating board members about progress on legislative changes to the Deficit Reduction Act. One unintended result of this bill's passage had been loss of "nominal pricing" for medications (particularly contraceptives) at student health centers. Behind the scenes work continues on this issue, but the politics of a presidential election year and pressure for Congress to address new economic woes has inevitably shifted priorities.

A second topic of discussion was current legislation related to security of mental health information. The Associate Director of Government Relations for the American Counsel of Education and senior legislative staffers provided an overview of the legislation and invited input from the ACHA Board members about the impact of information security on college campuses. Those who attended felt satisfied that there was a lively exchange and the goals and interests of ACHA are understood and will be considered when opportunities arise to craft and/or modify relevant legislation.

*Highlights of the remainder of the 2-day meeting are summarized as follows:*

**Affiliate Issues:** The focus centered on liability issues. Conference calls just two weeks prior to the Board meeting involved representatives from all affiliates, ACHA President Sacher, and Executive Director Doyle Randol. Information about personal liability protection, organizational liability protection, bonding of affiliate treasurers, and incorporation was presented during these conversations.

Incorporation of affiliates appears to be "the way to go" in the non-profit world today and a reasonable step toward protecting volunteer officers of ACHA Regional Affiliates as well as the national office staff. ACHA has established procedures for affiliates to follow to complete the incorporation process and made it a relatively simple and streamlined process.

In addition, the insurance carrier for ACHA was consulted about broadening liability coverage to include affiliate treasurers; for a long time, this been an area of concern for many who have taken on this important job in regional organizations.

For an acceptable increase in annual premium, subsidiaries of ACHA (i.e., Affiliates) can be extended insurance protection. During the Board of Directors meeting, President Sacher and Doyle Randol urged all regional affiliate treasurers to submit 2007 financial statements as soon as possible, so the National Office staff can file the necessary paperwork this spring.

**College Health Nurse Recognition:** ACHA has been in consultation for some time with the ANCC about establishment of a program to recognize the unique expertise of college health nurses through a portfolio program. An agreement is in its final stages. Representatives of ACHA met at ANCC headquarters in Silver Spring, MD to begin preparing reviewers, who are trained to evaluate portfolios. Look for more information during the ACHA Annual Meeting and on the ACHA website.

**ACHA Annual Meeting:** Sunny Orlando is the location of this year's annual meeting. Recognizing increasing concern over the national trend to increasing numbers of overweight young adults, a number of sessions and the opening address will target health issues related to obesity.

Tuesday, June 3 will be devoted to the second installment of the Leadership Day presentation, which was begun during last year's San Antonio meeting, with Alice Cahill, MS, MA, MSN, MPH, an organizational development consultant. Affiliate leadership is asked to participate again this year and also to identify five additional individuals who are emerging leaders in college health from their region to join in the day's activities.

The student leadership has proposed a Community Service Project this year that focuses on children experiencing hospitalization. ACHA members are asked to collect (and bring or send) coloring books, crayons, or similar items for distribution to a local hospital.

An interesting array of continuing education offerings, opportunities for networking and a setting which promotes outdoor fun paint an enticing picture of this year's conference.

**Fund Raising:** ACHA has launched a major fundraising effort called Campaign 2011; 150 years of college health is marked in the year 2011. Currently in the "silent phase" when Leadership Level gifts are solicited, the broader campaign will be launched in Orlando, including the first ever ACHF Golf Tournament. Slated to utilize the golf course of the Marriot World Center Conference Center, all net proceeds will benefit the Foundation and increase awareness of the campaign.

These are the highlights...many other topics were part of the BOD agenda. If you have questions or want to discuss or suggest an issue, please feel free to contact me by e-mail ([bddshc@rit.edu](mailto:bddshc@rit.edu)) or by phone at 585 475-2009.

## The College Health Symposium

**Thursday, May 22, 2008**

*The College at Brockport  
Cooper Hall  
Brockport, NY 14420*

Hosted by Student Health Center  
The College at Brockport  
State University of New York  
Division of Enrollment Management  
and Student Affairs

### SCHEDULE

- 8:15-8:45 Refreshments and Registration  
8:45 Welcome  
9-10:15 Insomnia  
*Dr. Muhammad Cheema, MD*  
10:15-10:45 Break with Vendors  
10:45-12:00 Student Behavioral Consultant  
*Karen O'Toole, RN, MPA, PhD ABD  
Darlene Schmitt LMHC, MEd, CASAC*  
12:00-1:00 Lunch  
1:00-2:15 Evaluation of the Shoulder  
*Timothy Henry PhD*  
2:15-3:30 Break  
2:30-3:30 PCOS  
*Dr. Rosalind Hayes, MD*  
3:30 Wrap up and evaluation

**COST:** \$40 \$10 late fee after 5/8/08.  
No refunds after 5/15/08.

### REGISTER BY MAIL:

The College at Brockport  
Hazen Hall  
350 New Campus Drive  
Brockport, NY 14420

Payment requested with registration.  
Make your check payable to

***The College Health Symposium #271901***

*Please dress in layers for temperature variations.*

Recommended accommodations:

Holiday Inn Express (585-395-1000) or  
The Victorian Bed and Breakfast (585-637-7519)

## The College Health Symposium

**Thursday, May 22, 2008**

### REGISTRATION FORM

Name \_\_\_\_\_

Title( circle)

Director NP RN LPN Other

College \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

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

Receipts and continuing education credits will be available at the conclusion of the conference.

This activity for 6 contact hours is provided by the Nursing Continuing Education Committee at the University of Rochester Medical Center/Strong Memorial Hospital and Health Affiliates, which is accredited as a provider of continuing education in nursing by the American Nursing Credentialing Center's Commission on Accreditation.

Accreditation refers to recognition of continuing nursing education activities ONLY and does not imply Commission on Accreditation approval or endorsement of any commercial product.

### QUESTIONS?

Call Linda Sercu at (585) 395-2414

**For more information about NYSCHA, check:**

[www.NYSCHA.org](http://www.NYSCHA.org)

**From the NYSCHA Annual Report to ACHA**  
**Submitted to ACHA by Kathy MacLachlan, NYSCHA President**

**Describe your affiliate's progress toward meeting its mission:**

As of January 1, 2008, NYSCHA assumed united affiliate status with the American College Health Association for the first time in its forty-six year history. We are still evaluating the effect united status is having on membership rates; however, we are immediately aware of an increase in members who have never been an individual member previously. Most notably, this population is from the District 1, or NY City/Long Island area.

*Essentially, we are addressing two distinct phenomena:*

Long-time individual members of NYSCHA who feel they cannot afford the increase in dues.

Previous individual members of ACHA who may be unaware of NYSCHA and its activities or who tend to be more active in their district organization.

The challenges facing the NYSCHA Executive Board include both retention and out-reach. To date, we have implemented several policy changes with both groups in mind:

Eliminated the hard-copy newsletter mailings to the members list. Instead, we have begun to post the newsletter on our "open-access" website, making it available to new and former members alike.

Stepped up communication between Executive Board members and the leadership of District 1. We have also invited a representative from District 1 to join the Executive Board at its next two scheduled meetings in June and October of 2008.

Eliminated the member vs. non-member registration fee schedules for our annual meetings, our primary forum for networking, continuing education, and professional development. The registration fee no longer distinguishes between members/non-members and, most importantly, does not discriminate against those individuals who cannot afford to pay ACHA annual dues.

NYSCHA has been attentive to advocacy in a number of ways. In ACHA's early advocacy efforts in 2002, several NYSCHA officers attended the Leadership program that detailed pending legislation with potential or direct impact on the health and well-being of college students. The group visited Capitol Hill and met directly with congressional figures or their immediate staff.

Closer to home, NYSCHA formed an Advocacy Committee in 2003. Currently, the committee is chaired by a physician who is eligible to collaborate with an Internal Medicine organization which oversees pending legislation with the potential to enhance or threaten health and well-being. The committee also works closely with the State University of New York (SUNY) which tends to become aware of pending legislation having potential impact on college students earlier than the private sector. The latter information most frequently involves immunization criteria. All information passing through the committee is reported to college health professionals on a regular basis via the newsletter.

## Health Promotion Section

**Rebecca Harrington**  
**SUNY Oneonta**

**[harrinrl@oneonta.edu](mailto:harrinrl@oneonta.edu)**

This is my first opportunity to write for the NYSCHA newsletter as Health Promotion Section chair. I'm very excited to be taking on this role and have the opportunity to work with such an amazing group of people. The entire NYSCHA Executive Board has been so gracious and welcoming. Now, if only we could make the request that we only get sunny days for board meetings.

The Health Promotion Section meeting will be taking place on **Friday, May 16** at SUNY Oneonta. The agenda includes training on social marketing by one of our faculty members from the mass communication department. Those of you on the list-serv can be expecting the detailed agenda any day now—and maybe with a little luck you'll have gotten it before reading this.

For those of you not on the health promotion list-serv, we welcome new members. To join, email me at [harrinrl@oneonta.edu](mailto:harrinrl@oneonta.edu) and just ask to join. For those of you already on the list, just a reminder. If you would like to post a question or comment to the group, you can do so by emailing [NYSCHA-HP@googlegroups.com](mailto:NYSCHA-HP@googlegroups.com).

I'm sure all of you out there are feeling the crunch as we approach the final few weeks of the semester. Remember to take a few minutes for yourself. It's a great way to start and end each day, to close your eyes and picture yourself somewhere calming and take some nice deep breaths. We're almost to the finish line!

For those of you who are already beginning to compile a summer reading list, I recommend Dr. Judith Orloff's **POSITIVE ENERGY: Ten Extraordinary Prescriptions for Transforming Fatigue, Stress, and Fear Into Vibrance, Strength, and Love.**

## Congratulations of Our New York State Award Winners and ACHA Fellow

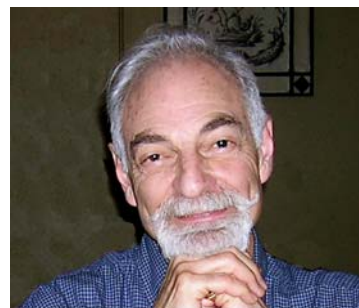
Congratulations to the ACHA Award Winners and Fellows from New York State! The following individuals were selected by their colleagues for their exceptional contributions to college health and the American College Health Association. You can celebrate with our honorees and learn more about their contributions at the Awards/Fellows Dinner at the 2008 ACHA Annual Meeting on Thursday, June 5 at 7:00 p.m. Tickets are required for the dinner and must be ordered with your meeting registration.



### ACHA FELLOW

**Kathy MacLachlan, MS, APRN-BC**  
*Syracuse University*

The ACHA Fellows organization was established in 1967 to recognize those members who have given outstanding service to the association, and have demonstrated superior professional stature and performance in the college health field.



### CLIFFORD B. REIFLER AWARD

**Allan J. Schwartz, PhD**  
*University of Rochester*

This award was created in 1998 to honor Clifford B. Reifler, MD, MPH, who was former executive editor emeritus of the *Journal of American College Health*, former director of the University of Rochester Health Service, and past president of ACHA. This award honors ACHA members and nonmembers who have made outstanding contributions to the *Journal of American College Health*.



### AFFILIATES "NEW PROFESSIONAL" AWARD — NYSCHA

**Shari Shapleigh, BSN, RN, MS, FND**  
*Tompkins Cortland Community College*

Presented for the first time in 2002, this award recognizes ACHA members who have provided service to the field of college health for three years or less and who have made significant contributions to their institutions and/or affiliate.

### 2008 NYSCHA Outstanding Student Award Julian Cyr, New York University

It is always an honor to recognize students who have been outstanding in college health. This year NYSCHA is delighted to honor one student, **Julian Cyr** from New York University, with the **NYSCHA Outstanding Student Award**.

Julian is a senior, majoring in Public Policy and Public Health. His accomplishments in college health have been truly outstanding. Julian's nominators acknowledge his "outstanding efforts as a student leader and change-maker, and the significant and enduring contributions he has made to the Student Health Center and NYU community... Julian has been a terrific asset to the NYU community functioning over his tenure at NYU in many leadership roles, including that of a Sexual Health Advocate, Sexual Assault Peer Educator, and LGBT Peer Educator in Residence... As a campus leader, peer educator and Student Health Advisory Board chair, Julian has worked to enhance health promotion and wellness services for all students. Julian's passion for public health has led not only to increased accessibility to services, it has additionally helped enhance the peer education program and guide the development of a new Active Minds chapter at NYU."

As the recipient of this award, Julian will receive a letter of congratulations, a 2008 NYSCHA Outstanding Student Award plaque, a \$50 cash award, and free registration for the fall 2008 NYSCHA Annual Meeting.

### NYSCHA Executive Board

The NYSCHA Executive Board meets 4-5 times a year to discuss policies, budget, and other issues affecting the organization and to plan the annual meeting.

The Board consists of:

- 4 elected officers (President, President Elect, Treasurer, and Secretary)
- Region V Representative to ACHA
- Section chairs for Clinical Medicine, Nursing, Health Promotion, Mental Health, Administration, and Students.
- Committee chairs (Membership, Network, and Advocacy)
- Appointed members (Liaison to SUNY Health Services Council, NYSCHA Webmaster/Newsletter Editor, and NYSCHA Conference Planner)

If you would like to become involved with the NYSCHA Board, contact the NYSCHA President, Kathy MacLachlan, at [kmmaclac@syr.edu](mailto:kmmaclac@syr.edu).

## NYSCHA Student Certificates of Recognition

**Cathy Smith, Awards Committee Chair**  
SUNY Cortland

smithc@cortland.edu

Six students from New York State institutions are being honored by NYSCHA with Certificates of Recognition for their outstanding service in college health. These students will each receive a letter of congratulations along with a certificate of recognition from NYSCHA. The students, along with excerpts from their nominators' letters, are as follows:

**Alexandria Imperato**  
*Stony Brook University*

"Alexandria founded the Stony Brook chapter of Active Minds on Campus in Fall 2007 after becoming aware of the current statistics and research with regard to college students' experiencing poor mental health, and that many students avoid seeking help for such disorders due to shame, embarrassment, and other results of the social stigma that often prevails on campus in terms of mental illness and its treatment... Alexandria is a graduate of our CHILL Peer Education Program, has assisted our campus depression screening, and has assisted many of our students seeking peer support for issues related to mental health and wellness. "

**Nicole James**  
*SUNY Cortland*

"Nicole was extremely involved in the planning, promotion and implementation of numerous health and wellness programs for the campus and community, including our "Wellness Wednesday Series" each semester and National Eating Disorders Awareness Week each spring. She also offered presentations concerning pertinent health topics for various classes and groups on campus. She helped with the on-campus administration of the National College Health Assessment and also helped with the design and implementation of some of our web-based programs."

**Stefanie Trop**  
*University of Rochester*

"Stef joined the UR Student Health Advisory Committee (URSHAC) during her freshman year. During the past three years she chaired the committee. She has provided direction and guidance to the members, resulting in a stronger, more active committee that has expanded its role to include sponsoring health promotion programs such as the first UR Wear Red Day and educating students about services offered by the University Health Service and the University Counseling Center... University of Rochester students and the University Health Service have benefited from her many contributions to health care on our campus during the past four years."

**Erin Rosenberger**  
*SUNY Oneonta*

"A health education intern and C.H.O.I.C.E.S. (Choosing Healthy Options in the College Environment Successfully) peer educator, Erin has been an amazing young woman to work with. First, her positive disposition is absolutely amazing; she sees the bright side of everything and always has a cheerful thing to say making it a pleasure to be around her. She is equally capable of working independently as well as part of a team. Erin is not afraid of challenges, she knows what she needs to do to achieve her goals in life and is willing to forego a little nervousness to reach them. Erin is reliable, trustworthy, and dependable."

**Kaitlin Smith**  
*SUNY Cortland*

"Kaitlin was involved in numerous health and wellness programs for the campus, including promoting and implementing the following: "Wellness Wednesdays," in-class presentations concerning various health topics for her peers, the National College Health Assessment on our campus, National Eating Disorders Awareness Week, The Great American Smoke-Out, and AIDS Awareness Week, including a large display of the AIDS Memorial Quilt. In every program and project, Kate always went far above and beyond any program expectations."

**Samantha Marcinka**  
*SUNY Oneonta*

"A health education intern and C.H.O.I.C.E.S. (Choosing Healthy Options in the College Environment Successfully) peer educator, Samantha took the lead in planning, implementing and evaluating many of the health awareness activities during the Fall 2007 semester.... Samantha's performance and attitude have been exemplary. She communicates her thoughts and ideas clearly both verbally and in written form. Her professionalism makes her stand out among her peers."

***Congratulations to all of our students!***

You are truly outstanding and NYSCHA appreciates your efforts on behalf of college health!

## NYSCHA Districts

Seven districts have been established for networking in New York State. Each district has a district representative who acts as a liaison between the members of the district and the NYSCHA Executive Board. The Network Committee supports the personal and professional development of members in each district.

District representatives disseminate information, encourage participation in NYSCHA, promote continuing education and resource sharing, and communicate the concerns of their district to the Executive Board. Funding of \$200 is available for each district to offer programming that relates directly to increasing expertise in college health issues.

### NYSCHA Districts

**District 1:** Long Island and New York City Area

**District 2:** Lower Hudson Valley

**District 3:** Albany and Areas North

**District 4:** North Country  
(Eastern edge of Lake Ontario to eastern edge of NYS)

**District 5:** Central New York State  
(Southeastern edge of Lake Ontario to southern border)

**District 6:** Southern Tier  
(Southern New York State)

**District 7:** Western New York State



The district representatives are listed on the NYSCHA web site. If you are new to your position, new to NYSCHA, or just want to meet others in your area of the state, you could contact your district representative to learn more about your colleagues in your district.

### Job Postings on the NYSCHA Web Site

The NYSCHA web site has a page for announcements of open positions. If you would like to post an open position in your health service, e-mail the description to Mary Madsen, NYSCHA Webmaster. Her e-mail address is [mmadsen@uhs.rochester.edu](mailto:mmadsen@uhs.rochester.edu).

Postings will be kept on the web site for at least one month unless you notify us that the position has been filled. There is no fee to post an open position on the NYSCHA web site. We are unable to post openings from colleges outside New York State.

### NYSCHA Membership

When you join ACHA as an individual member, you automatically become a member of NYSCHA. If you have not been a member of NYSCHA previously, we welcome you as a new member of the New York State College Health Association.

We will send you notices about the NYSCHA Annual Meeting and each issue of our newsletter through blast e-mail messages from ACHA. The NYSCHA web site has up-to-date information for your use. We hope you will join us at the NYS Business Meeting at the ACHA Annual Meeting.

## Call for Proposals Deadline Extended

**Linda Dudman, NYSCHA Conference Planner  
University of Rochester**

[ldudman@uhs.rochester.edu](mailto:ldudman@uhs.rochester.edu)

The NYSCHA Planning Committee has received a large number of excellent proposals for the 2008 Annual Meeting; however, we still have some opportunities for additional proposals. If you would like to submit a proposal, you will find the 2008 Call for Proposals on the NYSCHA web site. We encourage you to contact Linda Dudman, the NYSCHA Conference Planner, by e-mail ([ldudman@uhs.rochester.edu](mailto:ldudman@uhs.rochester.edu)) or by phone (585-273-5770) to discuss your interest in presenting.

We welcome your ideas for topics you would like to see included in the list of programs this year. If we can accommodate your suggestion, we will. We also welcome ideas for presenters. Perhaps you have heard someone speak on a particular topic, and you would like to recommend the speaker to us.

On the NYSCHA web site in the Annual Meeting section, you will find a list of topics suggested on last year's conference evaluation forms. You might find it helpful to use that list as a starting point. You can send your ideas to the NYSCHA Conference Planner at [ldudman@uhs.rochester.edu](mailto:ldudman@uhs.rochester.edu).

## Upcoming Training Session

**THURSDAY, May 15, 9:00-noon**

*Registration Deadline: May 2*

### **Beyond Social Norms 101: Addressing Common Issues & Concerns in Social Norms Intervention Work to Promote Healthy Environments**

*Presented by H. Wesley Perkins, Ph.D.*

*Hobart & William Smith Colleges*

Professor of Sociology, Department of Anthropology & Sociology  
Alcohol Education Project Director

This training will provide an in-depth analysis of common issues and concerns regarding how to effectively implement the social norming approach with student populations. Participants will gain awareness surrounding the methods for utilizing print media campaigns to gain an understanding of target audiences, program success, methods to evaluate impact, and how to incorporate social norming into wellness topics beyond alcohol and other drug prevention.

**LOCATION:** DePaul's National Council on Alcoholism and Drug Dependence-Rochester Area  
1931 Buffalo Road, Rochester, NY 14624

**DATE/TIME:** Thursday, May 15, 9:00am—12:00 (Sign-in begins at 8:30)

**COST:** FREE, includes continental breakfast

**TO REGISTER:** Send an e-mail with your name, contact information, and the name of the workshop to [hpps@brockport.edu](mailto:hpps@brockport.edu). Registration deadline is May 2, 2008. For more information, contact Nancy Reynolds at [nreynolds@uhs.rochester.edu](mailto:nreynolds@uhs.rochester.edu) or 585-273-5772.

**CREDITS:** The NYS Office of Alcoholism & Substance Abuse Services' approval is pending for issuance of CASAC, CPP, and/or CPS initial credentialing and/or renewal clock hours.

*This program is offered by The Finger Lakes Collegiate Task Force on Alcohol and Other Drugs and is funded by the NYS Office of Alcoholism and Substance Abuse Services (OASAS).*

## About the NYSCHA Newsletter

**Mary Madsen, NYSCHA Newsletter Editor**  
University of Rochester

[mmadsen@uhs.rochester.edu](mailto:mmadsen@uhs.rochester.edu)

The New York State College Health Association publishes a newsletter four times a year (February, May, August, and November). Beginning with the December 2007 issue, the newsletters will be posted on the NYSCHA web site at [www.NYSCHA.org](http://www.NYSCHA.org). Members will be notified that the newsletter is ready through an e-mail message sent by ACHA. If you are not a member of NYSCHA and are on our "Friends of NYSCHA" list, you will receive an e-mail message from Mary Madsen, Newsletter Editor. You can be added to the "Friends of NYSCHA" list by e-mailing Mary at [mmadsen@uhs.rochester.edu](mailto:mmadsen@uhs.rochester.edu).

We welcome articles from anyone who is a member of NYSCHA or a Friend of NYSCHA. Requests for articles are sent to NYSCHA members two weeks prior to publication.

Articles should be sent to the editor, Mary Madsen, by e-mail ([mmadsen@uhs.rochester.edu](mailto:mmadsen@uhs.rochester.edu)) or fax (585-461-9636). Mary can be reached at 585-275-2196.

## NYSCHA Executive Board Members

For a list of NYSCHA Executive Board members, check the NYSCHA web site at [www.NYSCHA.org](http://www.NYSCHA.org).