

CHRONOLOGY
of the
ESTABLISHMENT OF THE BUREAU OF HEALTH EDUCATION
and
SOME MAJOR INITIATIVES AND ACTIVITIES

DATE

- 2-18-71 President's Health Message suggests building a national health strategy and need for a National Health Education Foundation.
- 9-14-71 President's Committee on Health Education established.
- 9-25-73 Report of the President's Committee on Health Education accepted by the President.
- 10-1-73 Task Force on Health Education established in HEW to recommend federal health education action within 90 days.
- 12-21-73 Recommendations of the Task Force on Health Education submitted to HEW.
- 2-20-74 President's Health Message announcing the establishment of an office of health education within HEW and determination to work with the private sector to develop a National Center for Health Education.
- 5-2-74 Secretary of HEW approved Action Plan for a National Health Education Initiative and the establishment of the Bureau of Health Education at the Centers for Disease Control.
- 5-20-74 Contract for study to determine feasibility and methodology to establish a National Center for Health Education in the private sector executed between the Centers for Disease Control and the National Health Council, Inc.
- 6-19/21-74 Sponsored conference: "Federal Focus on Health Education: Needs and Priorities." Approximately 150 participants from state health departments, voluntary and professional organizations.
- 9-10-74 1st Meeting - Intra-Departmental Panel for Health Education of the Public (IPHEP).
- 9-24-74 Federal Register, Vol. 39, No. 186, announcing the establishment of the Bureau of Health Education.
- 11-74 Assisted the Children's Television Workshop with promotion of their TV series, "Feeling Good," with state health departments through the PHS Regional Offices.
- 1/75-4/76 Director, Clearinghouse for Smoking and Health on detail to the World Health Organization.
- 3-26-75 Formal establishment (Charter) of the Intra-Departmental Panel for Health Education of the Public (IPHEP), staffed by the Bureau of Health Education, and chaired by the Assistant Secretary of Health. Membership: Assistant Secretary for Education
Administrator, ADAMHA/PHS
Director, CDC/PHS
Commissioner, FDA/PHS

Administrator, HRA/PHS
Administrator, HSA/PHS
Director, NIH/PHS
A Regional Administrator/PHS
Commissioner, Medical Services Administration/SRS
Director, Bureau of Health Insurance/SSA
Staff Offices of the Secretary

Purpose: To establish a central focus for the formulation and promulgation of department-wide health education policies.

5-3/5-75 Sponsored meeting of the Coalition of National Health Education Organizations to discuss current national developments in health education which need to be discussed and communicated to the constituencies of the Coalition's member agencies.

Co-sponsored with the PHS Regional Office VIII and the Colorado Regional Cancer Center a two-day conference to identify high-risk groups in the Rocky Mountain Region, to share progress in cancer control, to identify regional resources of cancer control programs, and to charge each state to develop and prioritize cancer control programs.

8-75 Initial publication of semi-monthly Focal Points, an informal memo designed to establish and strengthen communication among those who are engaged in health education activities having common target populations and/or mutually shared goals; to provide descriptive information on health education programs or projects being undertaken at local, state, and national levels; and to inform of current major activities and concerns of the Bureau of Health Education.

8-14-75 2nd Meeting – IPHEP – “Strategy for Health Education” presented to IPHEP.
Establishment of following Task Forces:
Task Force on Research and Evaluation
Task Force on Reimbursement and Insurance
Task Force on Target Populations

8-26/27-75 Convened working group of health education practitioners, academicians, students and health planners at national, regional, State, and local levels charged with producing a working paper to be used in the preparation of national guidelines for health education aspects of Public Law 93-641, the National Health Planning and Resources Development Act of 1974.

10-1-75 Establishment of the National Center for Health Education in the private sector resulting from feasibility study contract between BHE and NHC.

10-10/11-75 Convened a meeting of behavioral and social scientists to explore ways in which behavioral and social research might contribute to greater understanding and possible solution to problems concerned with smoking behavior change.

11-20-75 3rd Meeting – IPHEP

12-17-75 Convened expert group from private sector to explore what the public should know so they can use available health resources most effectively.

12-16/18-75 Convened, in cooperation with the Society of Public Health Education (SOPHE), a conference to develop guidelines on Professional Preparation and Practice of Health Education Specialists. Guidelines approved by the Board of Directors SOPHE at its 1976 Meeting.

- 12-75 Initiated survey of HEW health education legislative mandates.
- 1-76 Initiated an in-depth HEW health education project review to determine what health education mandates are or are not being carried out, what approaches are being used, what target populations are being reached and what the actual accomplishments are.
- 1-26/27-76 Convened a Patient Education Workshop to appraise the state of patient education and to determine what is expected from and should be provided by the Bureau of Education.
- 3-4-76 4th Meeting – IPHEP; Recommendations of the following Task Forces were presented:
 Task Force on Research and Evaluation
 Task Force on Reimbursement and Insurance
 Task Force on Target Populations
- 6/76-12/76 Provided field service training for 2 Yale University graduate students and 1 CO-STEP nurse.
- 6-2/3-76 Co-Sponsored, with the PHS Regional V Office and the University of Illinois School of Public Health at the Medical Center, a Midwest States Health and Cancer Education Conference for Public Health.
- 6-8/10-76 Co-Sponsored, with the PHS Regional IV Office and the Health Planning/Development Center, a meeting on health education in health planning, at state and area levels.
- 6-76 Released “Survey of Adult Use of Tobacco.”
- 7-76 Co-Sponsored, with the PHS Regional II Office and FDA, a health education exhibit for the Bicentennial in Philadelphia.
- 7-19-76 HEW Nutrition Education Survey conducted by Bureau of Health Education submitted to the Congressional Research Service.
- 8-76 Developed first draft of an Implementation Plan for Public Law 94-317, the National Health Promotion and Information Act of 1976.
- 8-76 Supported the International Union for Health Education with the printing and mailing of promotional materials in English, French, and Spanish for their IXth International Conference on Health Education in Ottawa, Canada to over 19,000 on the WHO mailing list.
- 10-4/5-76 Sponsored and convened, at the request of and in cooperation with the Bureau of Community Health Services (HSA), a technical assistance group to develop health education guidelines for rural health care systems.
- 1976 Conducted a series of national surveys on public attitudes toward influenza immunization in connection with the national swine flu program.
- 11-6/8-76 Convened a two-day seminar involving scholars, experienced practitioners and representatives from other Federal agencies to delineate self-care concepts, issues, and strategies that could be helpful to interested lay persons, health personnel, educators, legislators, and public or private organizations concerned with self-care.

1976-present Participated with several other Federal agencies and professional organizations in an informal work group on training of physicians for patient education (TOPPE).

1-77 National Clearinghouse for Smoking and Health designated by the World Health Organization as a WHO Collaborating Centre for Reference Smoking and Health.

1977 Supported a special supplement to Health Education Monographs, "Health Education Policy Issues," issued by the Society for Public Health Education, Inc. (Vol. 6, Supplement 1, 1978).

2-28-77 Convened expert group to explore appropriate Federal roles in addressing problems of sex education related to the high priority problem of teenage unwanted pregnancies vis-à-vis alternatives to abortion.

2-77 Conducted Hypertension Screening Program for all Atlanta CDC and NMAC employees.

1977 Provided field service training for 2 graduate students from the University of California.

2-7/8-77 Convened a working group of leaders in health education from HEW and USDA's Cooperative Extension Service and developed a working paper for a more formalized, synergistic, cooperative national effort between HEW/PHS and USDA/CES.

5-25-77 Co-sponsored with the National Center for Health Education a conference for selected representatives of health education "centers" being established in the private sector.

7-77 Published paper, "Health Education and Public Law 93-641," one of 11 papers that relate to the National Guidelines for Health Planning, called for by Section 1501 of the National Health Planning and Resource Development Act of 1974 (Public Law 93-641) in HRA monograph No.77-641. Health Education is one of the ten health policies priorities mandated by Section 1502 of P.L. 93-641.

8-77 Released the "Report on Current Status and Needs for Health Education Performance Standards and Recommendations for Action," by the American College Health Association in response to BHE's Commission in 1976 to the Coalition of National Health Education Organizations.

9-7/8-77 Convened a meeting with the 10 PHS Regional Health Education Staff Representatives to increase effectiveness of communication and to improve working relationships between BHE and the Regions.

9-24/25-77 Co-sponsored a two-day patient education symposium in San Francisco on patient education with the American Hospital Association; University of California, San Francisco, Continuing Education in the Health Sciences; and the Society for Public Health Education, Northern California Chapter. Seven hundred participants were present from nearly every state, Canada, and Puerto Rico.

1-11/12-78 Sponsored national conference, "Teenage Cigarette Smoking: A National Health Problem." Conference dates coincided with 14th anniversary of the release of the 1964 Surgeon General's Report on Smoking and Health. Secretary Califano delivered the keynote address in which he announced new departmental smoking initiatives and establishment of a new Office on Smoking and Health in the Office of the Assistant Secretary for Health.

1-25-78 Sponsored a scientific session on health hazard appraisal to present new concept in lifestyle appraisal being used in the U.S. and Canada to launch SHARE/CDC Co-Sponsored Lifestyle Project.

1-25/26-78 Sponsored a national conference of all state PTA presidents and health committee chairmen, along with representatives of national public and private health and education agencies and organizations. The purpose of this conference was to showcase the 6 pilot projects initiated through a contract with the PTA jointly funded by BHE and OE, and to encourage development of similar projects by PTAs in other states through the use of their own local initiatives and resources. More than 250 persons attended the conference.

3-8/10-78 Convened a special 3-day meeting of 18 representatives of the 8 member organizations of the Coalition of National Health Education Organizations plus the President of the National Center for Health Education to review national legislative and administrative developments related to health education and identify major goals and interests of Coalition member organizations and explore possible future directions for the Coalition.

3-10-78 Federal Register, Vol. 43, no. 48, March 10,1978, announced the establishment of the Office on Smoking and Health in the Office of the Assistant Secretary for Health/Surgeon General.

4-24/25-78 Convened a 2-day public sector health hazard appraisal meeting to explore appropriate federal roles for program development, evaluation, and research concerning the health hazard appraisal and its use in health education about lifestyles. Participants were from U.S. and Canada. Observers were from the American Medical Association and the Blue Cross Association.

4-26/28-78 Convened a seminar on health education for the 10 PHS Regional Health Education Staff Representatives. Seminar was conducted by BHE Consultant, Jeannette Simmons, Harvard School of Public Health.

5-2/4-78 Co-sponsored a national conference in St. Louis, MO, on rural health education with the Bureau of Community Health Services of the Health Services Administration.

7-1-78 The National Clearinghouse for Smoking and Health Activities plus three employees physically transferred from BHE and amalgamated with the new Office on Smoking and Health.

9-20/22-78 Sponsored a national meeting, "Multi-Cultural Approaches to Health Education," to showcase the 4 projects of the New Mexico Health Education Coalition dealing with health education for ethnic groups.

9-25-78 Convened a working group of representatives from the State Health Departments and the PHS Regional Offices to explore the intent, purpose and program activities of the Health Education Risk Reduction Grant Program to state health departments.

10-10/11-78 Convened a 2-day meeting to discuss health hazard appraisal and explore areas in which BHE and other agencies might benefit from development of more effective methodology and materials.

11-3-78 Convened two one-day health education seminars for professional staff throughout the divisions of the PHS Boston Regional Office to sharpen analytical and critical thinking abilities concerning major opportunities, barriers, and action strategies concerning priority health education opportunities and to increase capacities to consult with appropriate agencies and individuals on the

educational aspect of selected categorical programs. Seminar was conducted by BHE Consultant, Jeannette Simmons, Harvard School of Public Health.

11-8-78 Hosted meeting of the Sub-Committee of the Extension Committee on Organization and Policy of USDA Extension to explore feasibility of developing effective interagency health education programs. To this end, BHE Published "Health Education in the Cooperative Extension Service: Present Status and Recommendations."

11-78 BHE appointed by the National Health Council to the National Advisory Committee for the 1979 Regional Forums on Community Health Promotion sponsored by OHIHP. The forums are aimed at promoting local awareness and action for health improvement through risk reduction, health education and positive enhancement of services, the environment and lifestyles.

12-78 Released "Review and Evaluation of Smoking Control Methods: The United States and Canada, 1969-1977."

3-5/7-79 Convened a 3-day meeting of Coalition of National Health Education Organizations and Office of Health Information and Health Promotion to share information on activities of BHE and OHIHP and to discuss implications for the Coalition and opportunities for joint endeavors.

4-23-79 Letter from Director, CDC, to all State and Territorial Health Officers announcing initiation of new health education-risk reduction grant project, and transmitting draft guidelines.

4-26-79 Sponsored national Youth Conference on Smoking and Health. Secretary Califano announced results of a major new study on smoking among children and teenagers in America.

4-30-79 Released inventory "Health Education Units in State and Territorial Health Agencies."

7-3-79 Memo from Director, CDC, to Director, Office on Smoking and Health regarding the administration of Section 402 grants to deter children and youth from cigarette smoking and alcohol use.

7-3-79 Federal Register/Vol 44, No. 129/Tuesday, July 3, 1979/Notices. CDC announced Requests for Applications for grants for health education-risk reduction.

7-26/27-79 Convened a 2-day meeting of black health educators to discuss health priorities of the black community, identify issues concerning health education and the black community, and to develop strategies for research and services relating to these issues.

9-1/8-79 Director, BHE, elected to serve as Director for the Americas (United States, Canada, Caribbean) of the International Union for Health Education.

9-19-79 Memo from Director, Office on Smoking and Health, to Director, CDC, concurring with the recommendations in CDC's memo of 7-3-79 that the administration of P.L. 95-626 Section 402 grants to deter children and youth from cigarette smoking and alcohol use be administered by CDC through the Bureau of Health Education.

9-26/28-79 Convened a meeting of representatives from the Canadian government, selected federal agencies and private organizations for purposes of assessing the adequacy of risk factors now used in health hazard appraisal, discussing priorities for those areas that are the least well documented and considering practical ways to update priority areas.

- 9-28-79 Federal Register / Vol. 44, No. 190 / Friday, September 28, 1979 / Rules and Regulations – Final rule (with subsequent comment period) for CDC's Grants for Health Education-Risk Reduction.
- 9-28-78 BHE awarded \$3.6 million for grant projects in health education-risk reduction to 46 state health departments, 2 local health departments, the District of Columbia, and the Virgin Islands.
- 10-16/17-79 Co-sponsored with American School Health Association and the National Center for Health Education a 2-day workshop on two school health education projects supported by BHE to orient college and university personnel concerning their potential involvement in the projects.
- 10-79 Through an interagency agreement with the Department of Agriculture (Science and Education Administration) BHE is helping to fund a health education program in 6 states; Arkansas, Florida, Massachusetts, Montana, Nevada, and New Mexico, with emphasis on improving health education among poor and minority groups.
- 10-79 Through an interagency agreement with the National Center for Health Services Research, BHE is, among other objectives, funding a project to determine and specify the extent to which individuals and groups who initiate and continue to practice good health habits do in fact have fewer health problems and make less demands on the health care systems.
- 12-13-79 DECISION memo from Director, Office on Smoking and Health to Assistant Secretary for Health recommending that authority be delegated for administration of the \$10 million demonstration grants authorized in Section 402 (a) of P.L. 95-626 to the Center for Disease Control/ BHE.
- 12-17-79 Assistant Secretary for Health approved and concurred in the delegation of responsibility for administration of the \$10 million demonstration grants to deter children and youth from cigarette smoking and alcohol use to the Center for Disease Control/ BHE.
- 2-13-80 Federal Registration / Vol. 45, No. 31 / Wednesday, February 13, 1980 /Proposed Rules. Notice of Decision to Develop Regulations to amend regulations governing the Health Education-Risk Reduction grants program to establish and administer grant programs to discourage children and youth from smoking and alcohol use as authorized under Section 402 (a) (2) of the Health Services and Centers Amendments of 1978.
- 3-3/7-80 First of four regional workshops for Health Education-Risk Reduction project coordinators in Nashville, Tennessee.
- 3-5/7-80 Convened and sponsored a 3-day meeting of the Coalition of National Health Education Organizations to discuss current activities of BHE and the Office on Health Information and Promotion and develop a Calendar 1980 work plan for the Coalition.
- 3-25/28-80 Second of four regional workshops for Health Education-Risk Reduction project coordinators in San Francisco, California.
- 4-8/11-80 Third of four regional workshops for Health Education-Risk Reduction project coordinators in Philadelphia, Pennsylvania.
- 4-15/18-80 Fourth and last of regional workshops for Health Education-Risk Reduction project coordinators in St. Louis, Missouri.

4-16/18-80 Convened a group of persons 'experienced' in health risk appraisal to plan a workshop on Health Risk Appraisal for any target audience or person interested in establishing a health risk appraisal program.