



Charlene (Charley) Bradley, RNC

PRESIDENT'S MESSAGE

I am honored and delighted to serve as NECHA's President in 2005. I look forward to this being a year of growth, for you, for NECHA, and for me.

As President-elect last year, my main responsibility was to chair the Program Planning Committee. I had *no* idea the amount of work that goes into planning for an annual meeting. I

would like to extend a sincere thank you to each member of last year's committee. According to comments received, (and I felt this way too) this was one of the best programs NECHA has ever done. Mental Health sessions were very strong and well attended and meeting attendance reached an all time high. It was wonderful having so many first-time attendees join us; I hope they found the conference welcoming and valuable enough to return again and again!

For those of you who don't know me, I'd like to take this opportunity to introduce myself. I am a native New Englander – born in New Hampshire, raised in Maine, and have now lived in Vermont for 25 years. I graduated from Mary Hitchcock Memorial Hospital (MHMH) School of Nursing in Hanover and have never left. If you are not familiar with the area, Hanover - home to Dartmouth College - is on the west side of New Hampshire, bordering on the Connecticut River. I live just over the river in Vermont. I worked at MHMH for many years. During my early child raising years, I was a nurse at the summer camp where my children went for 10 years. To accommodate my camp schedule, I was fortunate to be hired as a school nurse at two local elementary schools. Following a particularly frustrating day at work (I'm thinking that many ... okay, some of you can relate...) while glancing at the Employment section of the classifieds, I saw an ad for a nurse at the Dartmouth College Health Service (aka Dick's House). After interviewing and several phone contacts, I was finally hired as a part-time evening staff nurse. That was in February 1989.

Working here at Dick's House was like coming home. When I was a student nurse, we used the House as our health service, along with the men of Dartmouth - before the College went co-ed. Many of us worked as nurses' aides to earn extra money - \$2.00/hour! Although there have obviously been many changes, some things remain as they were "way back then." (No, the nurses don't wear starched white uniforms, cardboard caps, white support hose or shiny white orthopaedic shoes) I became a certified College Health Nurse in 1992 and was promoted to a leadership position in the Nursing Department where I still am

to this day! In '94, I received my BPS and in 2002, I became a nationally registered EMT-B.

My first ACHA meeting was in 1990 in San Antonio and my first NECHA experience was three years later at the Combined Meeting Burlington. Over the years I've learned as much from the people I have gotten to know as I have from conference programs. I am so excited to share information with others and have enjoyed presenting at ACHA and NECHA meetings. I am especially proud of and enjoy presenting Nursing Grand Rounds and appreciate the opportunity to hear everyone process the cases and provide incredibly valuable comments.

I encourage each and every one of you to become involved in NECHA. You don't have to be a presenter your first year (we'll give you a break until your second year!). Everything you do, every little trick, and every tid-bit of information you have can be valuable to someone else in college health. Please consider sharing your knowledge and yourself with us.

There are many ways to become involved and membership in NECHA is just one of them. I would not be where I am today if not for the support and encouragement of colleagues here at Dartmouth and in NECHA. Even though I am President of the organization this year, I still consider myself to be the new kid on the block, given the many years of experience of other Board members. Your involvement does not have to be burdensome, rather it should be rewarding.

Please, spend some time reading this newsletter. Find out what is happening in other schools within your state and around New England. Phone a colleague, contact a Board member, and resolve this year to take advantage of the many opportunities available when you become involved with NECHA!

Rah, rah, over and out. *Please* contact me if you have any questions or concerns, or if you just want to sit down and chat.

Charley Bradley, RNC
2004-05 NECHA President
Director of Nursing
Dartmouth College

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From the Administrator

Julie Basol

To reiterate Charley's sentiments in her President's Message article, the 2004 Annual Meeting was a great success! And while we are well into planning the 2005 Combined Meeting, it's fun to look back from time to time to celebrate our accomplishments and pat ourselves on the back for a job well done.

As an association, our Annual Meetings are attracting participants in record numbers. The expanded interest in mental health and administrative tracks have opened the door to yet another subset under the umbrella of college health. Kudos to those of you behind the scenes, in the spotlight, and those in the audience. Working for NECHA is such a pleasure - I salute you all!

3 reasons to visit our Web site:

www.nechaonline.com

1) Highlights of *Back on the Coast*, the 2004 NECHA Annual Meeting are posted. For those of you into statistics, the Meeting featured:

- 42 sessions
- 67 presenters
- 22 exhibitors
- 207 overall registrants
- 86 colleges & universities in attendance!

2) The second phase of our 2005 Meeting's Call-for-Proposals is in progress. See what's involved in becoming a presenter - boost your resume, share your knowledge, get involved today!

3) Archives of past issues of NECHA News, Association by-laws, resource links, award information, and more are available at the Site.

Questions about NECHA? Contact a board member near you or contact me at:

802 425-3936

julie@nechaonline.com

Building a Better WEB

Good networking comes from good works of many people. As we strive to expand the resources of our Association, we are working to hot link all 2005 NECHA AIM institutions from www.NECHAONLINE.com. Please include your Web address on your 2005 NECHA AIM membership form or email your link to julie@nechaonline.com by **Tuesday, March 1** to be included in the site's next update. The collective resources of your Web sites benefits everyone!

Join our WEB today!

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From the Associated Press - FDA approves longer-lasting meningitis vaccine

WASHINGTON - The Food and Drug Administration approved a new vaccine to protect people ages 11 to 55 against bacterial meningitis, which is rare but potentially deadly and debilitating.

The French company, Sanofi Pasteur received approval from the federal agency to manufacture Menactra to protect against the A, C, Y and W-135 strains of bacteria that cause meningococcal diseases.

"Adolescents and young adults are at increased risk for contracting meningococcal disease. I'm very pleased that pediatricians and family physicians in the United States now have a new tool to reduce the number of cases among this age group," Michael Pichichero, a professor at the University of Rochester Medical Center, said in a recent statement released by Sanofi Pasteur.

Sanofi Pasteur said a single dose of Menactra showed enough power to protect students through their college years. The current vaccine requires booster shots to cover a similar period. In the United States, fewer than 3,000 cases of invasive meningococcal disease are reported each year, according to the federal Centers for Disease Control and Prevention.

People 15-24 suffer the highest mortality rates, and survivors can suffer mental disabilities, hearing loss and paralysis. The CDC favors routine immunization for all adolescents and college freshmen living in residence halls. Close contact is among the risk factors for the ailment.



NEHEN News

The New England Health Educators Network met at the University of Connecticut on Friday, January 21. Sexual Assault was the main topic discussed. The group shared what is happening at other colleges and helped each other with resources. The next meeting is Thursday, May 26. For more information contact: Elise Phillips at elise.phillips@simmons.edu.

Free To Be - 3rd Annual Conference - March 3 - University of Vermont

The Translating Identity conference will focus on gender and gender identities. Free and open to the public, it will seek to translate gender identity to both the queer community and its allies. For more info: www.uvm.edu/~tic.

Back in Burlington: Expand Your Horizons

2005

October 26-28, 2005

New England & New York State
College Health Associations

Combined Annual Meeting

We are pleased to be back in Burlington, Vermont for the 2005 New England and New York State Combined Annual Meeting! On behalf of the Planning Committee, I look forward to the combined synergy created when New England and New York meet and building on the momentum of Portsmouth 2004. Consider responding to our Call-for-Proposals by the second phase deadline of **MARCH 3**. Planning will once again focus on four tracks:

Clinical, Health Education, Mental Health,
and Administrative / Broad appeal

The 2005 Planning Committee will convene mid-March to review the call for proposals, provide expertise, and work to make this year's Combined Meeting better than ever. If you have suggestions, please contact anyone on the Committee - remember, it's your meeting - together, let's make it great! Stay warm in the weeks ahead - before you know it, we'll be *Back in Burlington!* We hope to see you there.

Jeffrey Benson, MD, MPH
2005 Program Chair

2005 Program Planning Committee

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Comments from the 2004 Meeting serve as clear reasons to attend the Combined Meeting in 2005

"Programs for mental health issues were well attended; I left with a feeling that I'm not alone"

"Best conference I've been to in a long time - kudos to all!"

"I am new to college health nursing and many topics/discussions were relevant"

"Something for everyone!"

SUBMIT a CFP

Share Your Expertise
by responding to the
CALL FOR PROPOSALS
by Thursday, March 3.
Download the forms at
www.nechaonline.com





ACROSS THE STATES



CONNECTICUT

Sally Rinaldi, RN, MPH

A new Healthcare Leaders Program led by Randy Johnson, Executive Director for Yale University MBA for Executives Program deserves its own article. See page 6 for exciting details!

MAINE

Jeffrey Benson, MD, MPH

Twenty-three college and university campuses across Maine were awarded special recognition for their tobacco policies. The awards were presented by the Maine Tobacco-Free College Network on November 18, in conjunction with the 28th Annual American Cancer Society's Great American Smokeout. The MTFCN coalition includes representatives from Maine College Health, the Maine State Bureau of Health, American Cancer and Maine Lung Associations, and a variety of community public health groups. MTFCN's success in promoting campus tobacco policy changes state-wide is a promising example of the efficacy and potential of college health-public health collaboration.

Planning activities are underway for Maine College Health Association's Annual Spring Conference, this year to be held Friday, May 6 at **Bowdoin College**. A half-day interactive training session on motivational interviewing will be the highlight. Other sessions will be presented by the State Infectious Disease folks. Their annual meeting overlapped with NECHA in November, and many of us missed their valuable presentations. Now we'll have the chance for a private encore!

MASSACHUSETTS

Carole Worth, APRN-BC, ANP

Conservative estimates suggest 5-10 million people in the United States struggle with some kind of eating disorder, an issue that effects all genders, races, and age groups. MEDA, formally known as The Massachusetts Eating Disorder Association, has been providing treatment, education, and outreach in the area of eating disorders for over a decade. In honor of Eating Disorder Awareness Week (February 27 - March 5) MEDA will present its original play, *The Mind/Body Dialogues*, a monologue-based play written and directed by Jennifer Campbell and Jessica Cunningham. Campbell, a member of MEDA's Advisory Committee and Cun-

ningham, Director of Education & Outreach at MEDA, based the play on interviews conducted over the summer of 2003. "We wanted to give a voice to the millions of people struggling with food and body obsession" says Campbell, "we were fortunate to interview individuals who so openly and honestly shared with us their stories and experiences of eating disorders and body dissatisfaction".

The Mind/Body Dialogues will be performed at **Pine Manor College, Emerson College** and **Brandeis University**. The performance is open to the public at Pine Manor (Sunday, February 27, 7:00pm) and Brandeis (Thursday, March 3, 7:00pm). All proceeds will benefit MEDA. "We believe that art can be a powerful tool for healing as well as educating," says Cunningham. For ticket information call 617 558-1881x15. To learn more about eating disorders and MEDA services visit their Web site at: www.medainc.org

NEW HAMPSHIRE

*Constance B. Richards, MSN, EdD, RN, BC
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Motivated in part by a new reporting system at **Saint Anselm College** Health Services whereby professional staff receive regular notification about the death of students' significant others and by awareness that many students had recently lost a parent, sibling, grandparent, or other significant person, we have developed a bi-weekly group with the goal of supporting students through their grief.

In cooperation with community agencies, this effort had been attempted at the college several times before, but without success. We felt the time was now right for a renewed effort so we did some research into programs that have worked with young adults.

Sally Jasper, LICSW, Todd Brede, PsyD, and I conducted the research, contacted a high school guidance counselor (referred to us by a student who had been in his support group in high school), and received support and printed literature from the Manchester VNA Bereavement program staff.

The result was a bi-weekly group that met for an hour (5:00-6:00pm) in a small, private, seminar-type room for the entire semester (beginning in mid-October). Students learned about the group in a number

of ways including, personal invitations (for students we knew individually), e-mail messages (for those students whom we learned experienced a recent death of a loved one), and word of mouth. Additionally, sympathy cards were mailed to students as we learned of the death of a person close to them.

The group remained open to new members during the term and had a different focus each session. Students who attended were clear that they wanted the group process to be open (i.e., to accommodate for the varying stages of grief each member might experience). The facilitators' role was to help members reflect, integrate, and summarize the different themes discussed in each session. Student needs and ideas were always at the forefront of the group. Food and beverages were provided as a comfort gesture.

Some students in the group recently lost a loved one and for others their loss happened some time ago. Stresses often associated with college (e.g., social stresses, academics, and adjustment stresses) seemed to provide unique challenges for some group members. These unique challenges were dealt with in group sessions. For example, one student lost a sibling in a drunk driving experience and now was having to manage her feelings and thoughts about peers on campus who might be drinking and driving.

One student who lost her sister and had attended a grief session at Dana Farber brought the idea of creating a memory book to the group. Group members liked the idea and even spent an extra session planning how to create this book. The memory book is a scrap book that contained memories of students' loved ones (e.g., pictures, poems, thoughts, and other memoirs).

The book's purpose was not only for students to have a small token of remembrance but also to serve as an introduction of their loved one to a student or other person who may not have had the opportunity to meet the student's deceased significant other.

It was important for each student to choose the style of book they wanted to create. Giving them control over how to recall the loved one seemed helpful for those who felt they had no control over the way their loved one was lost to them. As students went home over Thanksgiving break and collected pictures and other memorabilia, conversations were generated with other family members that helped the family to learn where the students were in their grieving

**“Out of Massachusetts,”
Into Africa, & Home Again**

Donna Denelli-Hess, MSPH, MA

I was fortunate to spend six weeks in Kenya during the summer of 2004. It is an understatement to say the experience changed my life. As a health educator with a background in public health, I thought I had experienced a wide range of economic and social strata, particularly during my time with the Hispanic Health Center in inner-city Hartford. My time in Kenya challenged my views of the resiliency of the human spirit.

Two experiences have so affected me that I will be returning to Kenya to do sabbatical work, in bits and pieces, over the next three years. An open invitation to work at the Ark Primary School in Kariobangi (the worst slum in Nairobi), will involve me in outreach work, which I presume will be teaching (in the area of health education) students in grades K-4. Public health information is sorely lacking in the neighborhood surrounding the school. While the government seems to have “forgotten” the needs of the residents of Kariobangi, students and their families are receptive to learning what they can do to improve their health and living conditions. My primary responsibilities will be coordinating and teaching classes to both students and their parents to improve their general literacy. In achieving that goal, much public health information can be disseminated and applications to residents’ lives explored and implemented.

The second project I will undertake is working at Nyumbani, an AIDS orphanage in Karen (a suburb of Nairobi). Nyumbani has approximately 93 children of varying ages, all of whom are HIV positive orphans (whose parents have died of AIDS and families have shunned them). Public health conditions at Nyumbani are quite different from those of the residents of Kariobangi but the needs are just as great. Nyumbani provides medical support in areas of nutrition, medication (although not all children are on antiviral drugs), and general relief from the stress and uncertainty of living without a family and with HIV. With the great improvements in health care, a volunteer told me last summer that Nyumbani’s new challenges are to teach the children *how to live*. The staff believes they are woefully unprepared to do this as their original mission was to prepare their young residents for end-stage AIDS and a most early death.

My responsibilities at Nyumbani will be to provide psychosocial training to staff in adolescent and young adult development. Staff will be in
(continued on page 7)

2005 NECHA AIM Schools

LINK up to www.nechaonline.com TODAY

For the past three years, NECHA Affiliate Institutional Membership (AIM) has been a great way to take advantage of Annual Meeting member rates for non-ACHA members. The Board of Directors has recently learned that in order to continue to participate with ACHA in United Membership, NECHA AIM can no longer be offered - *beginning in the year 2006.*

The Board is evaluating options for pricing registration fees for the Annual Meeting to optimize attendance, maintain a quality meeting, and remain on sound financial footing. ACHA and the affiliates are working together to maintain a strong national and regional organization structure and to provide value to its members.

In the meantime, we hope your institution will join (or renew) NECHA AIM for the 2005 calendar year. AIM member schools will have the option to have their Web sites linked from ours - NECHAonline.com - we’ll create a wealth of information with a single click! Please, send in your 2005 membership application today - get linked now and later, receive member rates at the Combined Annual Meeting in Burlington too!



Applying for NECHA AIM is easy!

Return this completed form with your payment to:
New England College Health Association
741 Hand Road; No. Ferrisburgh, VT 05473

*Affiliate Institutional Membership (AIM)
Membership APPLICATION 2005*

Institution Membership \$50/yr

(one membership per institution)

NECHA Fed ID # 23-71 32676

Date of Application: _____

Institution: _____

Contact Person:

Preferred Degree:

(Across the States, cont. from page 4)

Approximately 8 students completed their memory book during a session that underscored not only the serious nature of the project, but also provided some humor and a sense of pleasure, release, and relief. Group members shared an important range of memories during this process.

We'll begin the group again during the spring semester and invite any student who wishes to join in the process. We are happy to share our ideas with others who would like to contact us and would love to hear from others about their successes with such a group.

Rhode Island Lynn Wachtel, FNP

University of Rhode Island bids farewell to Priscilla Durant who has retired after 22 years of service. She started her career as a hospital-trained RN, obtained her BSN, then completed a masters' program in nursing. She was the first NP fellow at URI, then accepted a position as a full-time Nurse Practitioner with Health Services. Best wishes, Priscilla!

Rhode Island College has hired Lisa Keegan, RN to fill a vacancy for a part-time evening nurse. Lisa started in January and will be a welcome addition to the RIC team.

The state's colleges and universities continue to take an active role in emergency and bioterrorism preparedness. Several schools including **Bryant, Salve Regina, RISD, Providence College,** and **Rhode Island College** participated in a hands-on smallpox training seminar sponsored by the RI Department of Health and hosted by the URI in November. Along with other community groups, a mock smallpox clinic was set up using student volunteers and health department guidance. This is part of an ongoing effort to engage multiple community groups in preparing for a disaster.

Vermont Peter Nobes, PA

We're excited that the 2005 Combined Annual Meeting returns to Burlington this coming October! Details to date are outlined on page 3 and further updates will be posted on our Web site!

Susan Jacques, Director at St. Michaels College Health Service, reports that 2005 marks the school's centennial year. She adds that Louise Rosales, MSN, APRNC, has been elected President of the Vermont Chapter of Sigma Theta Tau. Congratulations, Louise!

At The University of Vermont Student Health Medical Clinic, we welcome David Teitel, MD who left NYC to fulfill his dream to work and live in Vermont. Teitel starts his duties as a full-time psychiatrist in February.

This spring Robert Johnson, MD, orthopedic surgeon for many years in the Sports Medicine group at Fletcher Allen Health Care, will retire from the O.R. but will continue his world-renowned research on knee (particularly ACL) surgery. Bob has been a faithful follower of UVM sports and has been an invaluable on-site resource to Athletic Trainers and other members of Vermont's Athletic Medicine staff. James Slauterbeck, MD has been hired at Sports Medicine; we look forward to continuing the strong working relationship UVM enjoys with the Sports Medicine group.

(Out of Massachusetts, cont.)

a better position to address the needs of the children, adolescents, and (now) young adults living there. Second, I will be doing educational work with the children of Nyumbani. This education will involve health education and (for the younger children) support for their English studies. Finally, I will be involved in doing public health education with Nyumbani's outreach workers. This will involve visiting "outpost clinics" in many of the slums surrounding Nairobi (including Kariobangi). I will work with staff in providing HIV and AIDS information to people who are very much in

POSITION OPENING

Coordinator of Alcohol and Other Drug Prevention Programs

Bentley is looking for a dynamic professional who will work collaboratively with other professionals to address alcohol/drug problems among students and to create a healthier environment on the campus by:

- 1) implementing and coordinating a comprehensive, collaborative policy and plan for alcohol and drug use that reflects the mission of Bentley and the philosophy of the administration
- 2) changing the overall culture through major programmatic and policy changes
- 3) providing educational programs for various groups on campus
- 4) working with individual students on an educational and therapeutic level to address individual problems with alcohol and drugs (a more extensive job description is available at: <http://ecampus.bentley.edu/dept/hr/jobs/30753.html>)

REQUIREMENTS: Master's in Public Health, Health Education, Counseling, Social Work, Nursing, Psychology, or related field with a specialization in alcohol and drug issues plus 3-5 years of experience with alcohol or drug treatment/education. Must have experience with adolescent/young adult population and knowledge about motivational interviewing and crisis intervention. Must have the ability to work well with student groups; must be a team player, innovative planner and programmer and skilled trainer preferred. Excellent computer skills with website experience a plus.

Send resumes to: Bentley College Joseph Salvucci, Human Resources
175 Forest St., LaCava 225 Waltham, MA 02452

NECHA Board of Directors Winter Meeting

The NECHA Board met at Dartmouth College on January 21 with colds winds pushing temperatures well below zero. Board members were warmed by the overwhelming positive feedback from Portsmouth '04. Burlington '05 will challenge us to "expand our horizons". The Board will promote networking opportunities for special interest groups work to incorporate networking time into the meeting schedule.

In other news, NECHA is seeking proposals for grants (up to \$1000) for projects to support new programs, workshops, and initiatives that promote college health in New England. Bryant Ford and the Grants Committee will solicit proposals (contact bryant.ford@dartmouth.edu for more information).

In addition, the Board is adopting a NECHA Recognition Program to honor members who have reached personal and professional milestones. If you know someone NECHA should acknowledge, please send her/his name and a brief statement to one of our members-at-large (pg. 2 for contact info).

As spring approaches, the Board will invest their energies in recruiting new members. If you are a member who wants to become more involved or know of a college health professional who wants to be affiliated with the primary organization that represents college health in New England, contact a Board member. Thank you!

need of education but very unlikely to seek it out on their own.

Many friends and colleagues ask why I would travel halfway around the world to help people I don't even know. The answer is more than the proverbial "because they are there." The students and families at the Ark school and the children of Nyumbani are very needy in many ways and yet are richer and more blessed in the faith and optimism with which they greet each day than most people I come into contact with at home. To be able to touch their lives in a small way will bring enrichment to my life, for I know I will receive great intangibles that will nourish my spirit and soul.

NEW STUDENT HEALTH SERVICE AT LESLEY UNIVERSITY

Sally Strawn, NP
Director, Health Services

This past September, Lesley University residential students (Cambridge, Mass.) were welcomed with a comfortable, new Student Health Service in the center of their main Harvard Square campus. After contracting for many years with Harvard University, University administrators decided to develop their own health services. Interim Dean of Student Affairs Alice Diamond discussed these potential changes (which included out-sourcing services) with Teresa Koster of Koster Insurance Agency. Teresa directed her to area Student Health Directors Carole Worsh (Pine Manor College), Gerri Taylor (Bentley College), and Thelma Lake (Babson College) for information about their health services. What she learned from Carole, Gerri, and Thelma (all Nurse Practitioner Directors) changed her mind and the direction of health services at Lesley University.

Through many telephone conversations and several meetings, the NP Directors helped Alice see the many benefits to Lesley of having healthcare professionals on campus fully participating in daily student life and the Division of Student Affairs. The direct personal connections between the health care providers and student life professionals in areas including counseling, residence life, orientation, athletics, disability services and the Dean's office provide "value-added" benefits to the students and the campus community as a whole. Having a nurse director also provides the campus with a resource for health education, health counseling and prevention; someone who can infiltrate the residence halls with programming, direct messages to the students, and gain a more intimate knowledge of what is happening around campus at any given time.

The power of long-term professional networking was also at work in the development of the Lesley University Student Health Service. The nurse directors contacted by Dean Diamond are all members of CHAND, College Health Association of Nurse Directors, a cohesive group that meets monthly for support and information exchange.

When Carole Worsh ran into Sally Strawn at an NP continuing education program last year, she told her about Dean Diamond and her search for a nurse director for the new service at Lesley. Sally had been the former Director of Bentley College Student Health Service and a member of CHAND, having managed a service very much like what the CHAND members convinced the Dean that she needed at Lesley. Sally is now Director of the Lesley University Student Health Service, and is very pleased to be back in college health.

And to complete the circle of networking which lead to the new service, I am pleased to have hired Dr. Jennifer Garshman, a pediatrician specializing in adolescents to be our health center's supervising physician. Dr. Garshman will continue to consult at Pine Manor College with Carole as well.

The power of collaboration in college health is strong. As colleagues we work closely together for the well-being of all students, to help them achieve their academic goals and have a healthy, balanced life. We are all working together on that last one!"

(continued, next column)

Yale Launches Healthcare Leaders MBA Program

Randy Johnson, Executive Director
Yale MBA for Executives:
Leadership in Healthcare

Yale School of Management recently announced the launch of a new MBA program designed to meet the needs of a new generation of healthcare leaders. Starting in August of 2005 faculty from the university's schools of Management, Medicine, and Public Health will come together to offer *Yale MBA for Executives: Leadership in Healthcare*. The curriculum will combine the marketing, financial, strategic, and organizational skills of the Yale MBA with in-depth exploration of the human, economic, political, and technological issues that make healthcare such a challenging managerial environment. The schedule combines summer "in-residence" sessions with weekend classes during the academic year enabling students to fulfill the MBA academic requirements twenty-two months without career disruption. The program's directors plan to enroll a charter class of thirty drawn from organizations spanning the healthcare world, including hospitals and clinics, managed care, public agencies and regulatory bodies, insurance, pharmaceuticals, healthcare finance and consulting, nonprofit healthcare services, and medical devices, with the goal of making the classroom a true cross-section of the healthcare sector, and a place where students can learn about the managerial challenges facing other sector participants, as well as acquire the skills to tackle their own challenges.

Co-directors Dr. Howard Forman, Associate Professor of Diagnostic Radiology and Management at Yale School of Medicine, Stanley Garstka, Deputy Dean of the Yale School of Management, and Dick Wittink, George Rogers Clark Professor of Management and Marketing, have developed a curriculum that blends sophisticated management skills with cutting-edge thinking about the latest developments in healthcare. Courses include Economic Analysis, Quality Management, Organizational Design, and Professional Ethics complement

(Lesley University, cont.)

The Lesley University Student Health Service saw over 200 students per month in its first semester. Now in its second semester of operation, it has expanded service to full-time commuter students as well. Both students and staff are very pleased to be part of this new campus endeavor for health and wellness at Lesley University.

Healthcare Economics, Health Law and Policy, Services Marketing for Nonprofits, and Information Technology for Healthcare Management. The knowledge and skills acquired in the classroom will be placed in context in an ongoing Leadership Seminar featuring guest lectures by academics and practitioners from all aspects of healthcare, and give practical application in a hands-on, project-based Field Studies program.

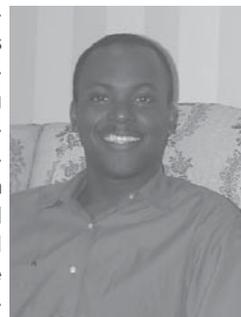
In Dr. Forman's words, "The healthcare industry is under mounting pressure to change. With ever-increasing costs, an intensifying public focus on quality and value, and an underlying desire to meet the needs of all segments of our population, the industry needs knowledgeable and creative leaders who can transform healthcare delivery, making it more efficient and providing better care to more people. With Yale's unparalleled resources and experience in the healthcare management field, the Leadership in Healthcare program is the perfect environment for training those leaders."

To learn more about the Yale MBA for Executives and to find out about upcoming on-campus information sessions, visit www.mba.yale.edu/MBA-E.

Meet the Board

The New England College Health Association is pleased to welcome Bryant Ford, PhD

to its Board of Directors. Dr. Ford serves as a Staff Psychologist at the Counseling and Human Development Center at Dartmouth College. In addition to his mental health counseling and outreach duties, he chairs the health services' multidisciplinary Alcohol and Other Drug Treatment Team and the College Task Force of the Dartmouth Center for Addiction, Research, and Education. Ford received his doctorate from the University of Wisconsin-Madison and joined the Counseling and Human Development Center's staff in 1999.



Bryant Ford, PhD

"Bryant's contributions at Dartmouth's Health Service has been extraordinary; his presence on the board will be of great benefit to NECHA", quips down-the-hall colleague and Association President Charley Bradley. Dr. Ford - welcome aboard the Board!

Welcome

NECHA Mental Health News

There's been a growing interest over past few years to further develop mental health awareness and training within NECHA and formalize a forum to share information about our individual institutions, about ways of providing quality care to college students, as well as improve the mental health/counseling programming at the Annual Meetings. Portsmouth 2004, held this past November, was a significant sign that these things are happening.

Bryant Ford, PhD and Mark Reed, MD from Dartmouth and John Miner, MD from Williams joined the '04 Program Planning Committee last spring. Together, they developed the mental health/counseling track that offered intensive case review and discussion in Mental Health Grand Rounds, an overview of mental health treatment for nurses and health educators, presentations of novel treatment ideas in eating disorders, stress reduction strategies, self injurious behaviors and psychopharmacology, and large panel discussions about after hours crisis assessment and the integration of medical and counseling services in a variety of institutions.

We also heard presentations about changes in the mental health services at both MIT and Harvard, presented by their counseling directors, Alan Siegal, EdD and Richard Kadison, MD. Dr. Kadison presided over a general session that highlighted his work in

authoring his new book, *College of the Overwhelmed: The Mental Health Crisis on Campus and What to do about it*.

The early feedback was that this was one of the best NECHA meetings for people working in mental health/counseling services and, the attendee numbers proved strong for those in the mental health/counseling fields. Forest Pharmaceuticals sponsored a mental health section wine and cheese gathering, which allowed us to meet and socialize with some of our colleagues and plan for how we can continue to improve the annual meetings and the New England College Health Association as a whole.

Another sign of good things to come is the addition of Bryant Ford, PhD, to NECHA's Board of Directors. Dr. Ford's presence will ensure a significant voice around the issues and needs of mental health. We encourage anyone who is interested in increasing the presence of mental health programming at the 2005 Combined Annual Meeting to submit a call for proposal soon.

We are also seeking input and feedback about ways to make the 2005 NECHA/NYSCHA Combined Annual Meeting even better than Portsmouth 2004. For more information, please contact: Julie Basol, Administrative Director (julie@nechaonline.com) or Dr. Ford (bryant.ford@dartmouth.edu).

DATES TO REMEMBER:	March 3	2nd Round CFPs due for Combined Annual Meeting
	April 1	Award Nominations / NECHA News Spring/Summer Issue submission deadline

