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WASHINGTON - The Society for Public Health Education (SOPHE) is proud to announce its new interactive, online resource station, the "SOPHE Knowledge Center" (SKC). This exciting new social media platform features a unique collection of materials shared by health educators for the benefit of the health education community, and serves as a one-stop shop for finding information related to their areas of interest and expertise.

Each member of the SKC is offered a tailored experience based on his/her user profile as well as past history of usage. Once logged in, the SKC offers a personalized homepage including: a list of resources recently viewed, making it easy to access materials again; alerts about newly added documents; and recommendations of additional resources based on materials that were formerly reviewed by the user. The more often a user rates, comments, and accesses items in the SKC, the more targeted and useful the new recommendations will become in his/her areas of interest.

"SOPHE is pleased to bring this new portal to life and to connect our members and other professionals at the vanguard of health education policy, research and practice," says Kelli McCormack Brown, PhD, SOPHE President. "SKC has the unlimited potential to catalyze connections and learning among students, faculty, and practitioners that will ultimately improve the public's health."

The SKC has been under development for some 24 months by Past President Robert Gold, PhD, DrPH, a technology expert who provided the architecture for the software development. "What is exciting about the SKC," says Gold "is that it provides the user a customized experience. A user cannot only access important resources, but also rate materials, add commentary, and connect with other experts." The SKC offers suggestions based on each user's SKC use history, making it unique from other online health resources centers.

Current SKC content includes materials developed by health education professionals working in a variety of settings-from syllabi and class presentations, to advocacy tools and ideas, to bios and contact information for health education experts. The SKC also serves as an archive for recent SOPHE webinars and conference abstracts, as well as important health education historical documents not available in the published indexed literature.

SOPHE is offering open access to the SKC during this beta period at www.sophe.org/knowledgctr.cfm. All health promotion professionals are encouraged to register and contribute their own documents, forms, survey tools, or other health education materials in print or media formats. For additional comments and questions, contact Elaine Colwell, SOPHE's Manager of Communications & Technology, at ecolwell@sophe.org.

About SOPHE

The Society for Public Health Education (SOPHE) is a non-profit professional organization founded in 1950 to provide global leadership to the profession of health education and health promotion and to promote the health of society. SOPHE's 4,000 international and chapter members work in various public and private organizations to advance health education theory and research, develop disease prevention and health promotion programs, and promote public policies conducive to health. For more information, go to www.sophe.org.