In Memoriam
Jessie Helen Haag

Jessie Helen Haag, Professor Emeritus of Physical and Health Education, died at Wimberly, Texas, on 1 June 1988. Haag, an internationally acclaimed writer-scholar on school health, taught at The University of Texas at Austin from 1950 until her retirement in 1977, and was the first health educator and the first woman to achieve the rank of full Professor in the Department of Physical and Health Education. The author of twelve books and over forty professional and research articles, she was during most of her career the foremost health educator in Texas.

Dr. Haag's influence extended far beyond the campus of the University of Texas as her graduate students assumed leadership positions in public schools, colleges and universities, and professional organizations, and themselves authored textbooks and state curriculum guides in Health Education. Of interest is the fact that many of these students were inspired to change their major field of graduate study to health education study after taking one graduate class from Haag. She has been called friend, counselor, advisor, mentor and taskmaster by former students. They have described her as very demanding and tough, but also having enormous patience, and refusing to let them give up. One former student observed: "To me, she was the 'field of health'...and I felt honored when she asked to use some of my thesis materials in one of her
textbooks." Said another: "She changed my life and I am indeed grateful."

Jessie Haag was born 17 April 1917 in Reading, Pennsylvania, daughter of Mr. and Mrs. Charles M. Haag. A member of Christ Union Church, she attended Northeast Junior High School and Reading Senior High School, graduating in 1935. In 1939 she graduated from Temple University with a B.S. degree in Health Education, and began her professional career as teacher, Coordinator and Supervisor of Health Education for the Public Schools of Lansdale, Pennsylvania, a position which she held until 1946.

During her tenure at Lansdale, Haag completed the requirements for both the Pennsylvania Permanent Professional Certificate (1942), and received her Master of Education Degree in School Health Education from Temple University (1943). She chaired the College Health Education Department at Lebanon Valley College, Annville, Pennsylvania, from 1946-47, and then took a position as Health Educator at West Chester State College, West Chester, Pennsylvania, where she taught while completing requirements for the Doctor of Education Degree in School Health Education at Temple University.

Jessie Helen Haag received the Ed.D. Degree in 1950, and came to The University of Texas at Austin in the fall of that year as an Assistant Professor in the Department of Physical and Health Education. It was here that she did the extensive research and
publication which brought her, the Department, and the University international recognition.

During her first six years at the University of Texas, Haag developed the curriculum in health education, and directed eight Master's theses. She also published fifteen articles in national and international journals, gave numerous speeches and research presentations, and was listed in *Who's Who in American Education*. In 1954, she was elected by her peers to the American Public Health Association, and was in 1956 promoted to the rank of Associate Professor.

Despite teaching an average of four undergraduate, one graduate and two conference courses per semester, Haag continued her phenomenal output of articles and speeches, and in 1958 published her landmark text *School Health Program* (Holt, Rinehart, Winston, 533 pp.). This work was exhibited at the Fourth International Technical Exhibition on Health Education in Dusseldorf, Germany, in 1959, and distributed to international universities and foreign ministries of health education. Other books followed: *Physiology* (Austin: Steck Co., 1959), *School Heath Practices* (Washington: AAHPERD, 1961). The Revised Edition of the *School Health Program* (1965) exhibited at the Sixth International Conference on Health and Health Education at Madrid, Spain, in 1965, was widely adopted by universities both in the United States and abroad, and was used by Ministries of Health in Argentina, Canada, France and Japan.
The success of Haag's books brought acclaim to her and to the Department, and increased her opportunities to travel in service of the profession. She was a Visiting Professor at Colorado State University in 1960, and at Utah State in 1962. She was also much in demand as a consultant, and made six to ten trips annually in that capacity. During this time she directed eight more Master's theses, and two Ed.D. dissertations.

National and international organizations also recognized her achievements. Haag was named a Fellow in the American Public Health Association, 1957; American School Health Association, 1958; the American Association for the Advancement of Science, 1959; American Association for Health, Physical Education, and Recreation, 1960; and the Royal Society of Health, London, in 1965. She was also listed in Dictionary of International Biography, Leaders in American Science, and Who's Who of American Women.

Unfortunately, the University of Texas was not as quick to recognize and reward her accomplishments, and it was not until 1968 that she was finally promoted to the rank of full Professor. Her most noted achievement during the seventies was the publication of Focusing on Health, a high school text adopted in Texas and many other states and major school districts. She also revised her previous works, and produced tests and teacher's manuals to accompany the texts. She also served as Associate Editor of the Research Quarterly for Exercise and Sport, and on the Editorial Boards of the American

Through most of her career, Jessie Helen Haag was virtually a one-woman program, teaching all of the classes, and directing all theses and dissertations in Health Education. As late as 1976, she still taught three organized classes, two undergraduate and one graduate per semester, directed theses and dissertations, and supervised student teachers. Her last book, Consumer Health: Services and Products (Lea & Febiger) was published in 1976. When she announced her retirement in 1977, Haag was promoted to the rank of Professor Emeritus.

Throughout her career, Jessie Helen Haag was active in professional associations at the state, regional, national and international levels. She served these organizations in a variety of leadership roles including numerous committee memberships and elected offices. She served as President of the Southwestern Section of the American College Health Association, 1956-8; Vice President for Health Education of the Texas Association for Health, Physical Education, Recreation and Dance (TAHPERD), 1955-6; and member of the Representative Assembly of the TAHPERD, 1956-9. Her colleagues in these organizations recognized her with many awards such as the TAHPERD Honor Award, presented in 1962, the Honor Award of the Southern District of the American Alliance for Health, Physical Education, Recreation and Dance, 1970; and the
Distinguished Service Award from the American School Health Association, 1974.

During her twenty-seven years at the University of Texas, Dr. Haag battled to establish health education as a viable curricular offering in the public schools. She worked with the Texas Education Agency to develop standards for certifying health teachers in Texas and organized the first undergraduate and graduate school health programs at the University of Texas. Through her articles, speeches, and books, she became the most visible and most respected scholar in the Department, and remained so through most of her career. Following her retirement, Haag moved to a new home at Wimberly, Texas. Ironically, she was not blessed with good health through most of her retirement, but she was able to continue writing and revising, as well as enjoying her favorite pastimes, golfing and travelling. Survived by two nephews, she was buried at Niantic, Pennsylvania.
This Memorial Resolution was prepared by a special committee consisting of Professors Mary Lou LeCompte (Chair), Carolyn Hewatt, and Quentin Christian.