

34th Annual
ART & SCIENCE
of Health Promotion Conference

2024
CALL FOR
PROPOSALS

www.HealthPromotionConference.org

The Art & Science of Health Promotion Conference narrows the gap between research and practice in the field of health promotion. We encourage proposals from health promotion professionals across disciplines and settings and prioritize those submissions that present evidence-based research and practical, actionable takeaways for attendees.

April 8-12, 2024

Marriott Hilton Head
Resort & Spa
Hilton Head Island,
South Carolina

Conference Theme:

The Essential Role of Health Promotion in Advancing Health Equity



Perhaps no other singular issue is as fundamental to our mission as health promotion professionals as the need to advance health equity. In fact, Healthy People 2030 defines *health equity* as “the attainment of the highest level of health for all people.” Many national foundations and organizations have clarified that the definition of health equity, however, is insufficient if it does not address the need for fair and just opportunities to attain that highest level of health. Unfortunately, persistent systemic barriers related to structural racism, socioeconomic status, gender identity, sexual orientation, differing abilities and other factors continue to perpetuate and exacerbate glaring inequities.

Health promotion professionals are uniquely suited to leverage and catalyze the increasing attention and energy being invested in promoting health equity. Local and state leaders throughout the U.S. have declared racism a public health emergency. The Centers for Disease Control Core Commitment to Equity underscores their agency-wide strategy to integrate equity into the fabric of all of their initiatives. The World Economic Forum’s Global Health Equity Network recently launched a first-of-its-kind global health equity pledge to create a healthier and fairer world that was signed by 39 government agencies, academicians, corporations and associations. Their collective vision is Zero Health Gaps. The Robert Wood Johnson Foundation convened the Commission to Transform

Public Health Data Systems that produced recommendations entitled “Charting a Course for Equity-Centered Data System.”

How, then, can we center health equity in all that we do within our organizations and communities? How can we more effectively partner with communities, activate multidisciplinary collaborations and public-private partnerships that shift ecosystems to create fair opportunities for health, and advocate for policy change? What steps must we take to ensure that advances in artificial intelligence and machine learning enhance our ability to promote health equity rather than relying on flawed algorithms rooted in bias? What would it take to eliminate disparities in health and well-being?

Conference sessions will explore:

- Innovative approaches for centering health equity
- Inspiring examples of interventions that rely on community-based participatory research approaches to advancing health equity
- Creative partnerships that have been created to promote health equity
- Measurement and evaluation models that recognize and address structural racism and other inequities.

Together, we will chart the course toward realizing the vision of Zero Health Gaps for the individuals, organizations and communities we serve.

Sara Johnson, Ph.D.
Conference Chair

PRESENTED BY:

International Foundation
OF EMPLOYEE BENEFIT PLANS 
Education | Research | Leadership

Intensive Training Seminars | Breakout Sessions | Activity Sessions
Poster Presentations | Making Connections | Proposal Due Dates Inside

Intensive Training Seminars April 8 & 9, 2024 | **Core Conference** April 10-12, 2024

Intensive Training Seminars

Proposals due on or before July 31, 2023

(Presented on April 8 & 9, 2024)

Two-day Intensive Training Seminars (ITSs) will be presented on Monday and Tuesday, April 8 & 9, 2024 as preconference sessions (eight hours each day). Experienced workshop speakers who are authorities in their area of research or practice are invited to submit proposals.

ITS Proposal Selection Criteria

Selections will be based on the following criteria.

1. A compelling topic that will engage health promotion professionals
2. A masterful speaker with extensive public speaking experience
3. Impeccable credentials based on education and professional assignments relevant to the topic
4. In-depth knowledge based on extensive experience relevant to the topic

Priority consideration will be given to proposals that result in a certificate for attendees. Certificate options are outlined below. Conference staff can support the administration of certificates.

1. Certificate of Attendance
2. Certificate of Achievement—Requires a successful demonstration of knowledge (i.e., exam or case study presentation)
3. Certificate in ____ (subject title)—This is something the organization might already have in place.

ITS presenters receive:

- Complimentary registration for the three-day core conference
- Reimbursement for airfare
- Reimbursement for hotel accommodations
- Per diem
- Stipend based on the number of registrants for their ITS.

All ITS presenters will be recognized on their name tags as conference speakers.

ITS presenters will be encouraged to promote their seminar to their network via social media, direct outreach or other means to supplement the conference marketing efforts.

If selected, ITS presenters will also be asked to present one Topic Presentation during the Core Conference. The subject may be based on the content of the ITS or a related topic, which will be determined in conjunction with the conference programming team.

Submit Proposals Online

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ITS Submission Requirements

Proposals must include the following.

1. Seminar Content Document:
 - Seminar title
 - Narrative abstract—Up to 450 words
 - Outline of major topic headings, specifying the format used for each (i.e., lecture, discussion, exercises, etc.)
 - Three or four learning objectives stated in measurable and behavioral terms
 - Type of certificate to be offered (i.e., Attendance, Achievement, specific subject).
2. Credentials: Resume or CV listing degrees earned, certification credentials, professional experience, honors received and a list of invited presentations including type of presentation (e.g., keynote, workshop, one or two-day seminar). Links to recordings of sessions are welcome.
3. Biography: One-page narrative biography
4. Topic Presentation: Proposed Topic Presentation for consideration if selected to present an ITS. See Topic Presentation submission requirements for details.
5. Color headshot of each presenter. High-resolution. Note: Headshots will not be used during the review and selection process. In the event that your session is selected, having a headshot on file will expedite the confirmation process.



Breakout Sessions

Proposals due on or before July 31, 2023

(Presented on April 10-12, 2024)

Breakout sessions (65 minutes) will be held in the mornings and afternoons throughout the conference. Four categories are available: Topic Presentations, Panel Discussions, Program Descriptions and Research Reports. All breakout presenters will be recognized on their name tags as conference speakers.

Breakout Proposal Submission Requirements

All proposals must include:

1. A one-page document including:
 - Session title
 - 150-250 word narrative abstract (See additional abstract requirements for Research Reports and Program Descriptions below.)
 - Outline illustrating the format of the session
 - Three learning objectives stated in measurable and behavioral terms.
2. One-page narrative biography for each presenter
3. Full CV, including education and certification credentials, work experience and a list of presentations made in the past five years for each presenter
4. Color headshot of each presenter. High-resolution. Note: Headshots will not be used during the review and selection process. In the event that your session is selected, having a headshot on file will expedite the confirmation process.

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Topic Presentations

Topic Presentations should address fundamental and emerging subjects that advance the field of health promotion.

Topic Presentation speakers receive:

- Complimentary registration for the three-day core conference
- Reimbursement for airfare
- Reimbursement for hotel accommodations
- Per diem.

Panel Discussions

Panel Discussions are opportunities to present varying perspectives on a current and critical challenge facing the health promotion industry. Panel moderators will plan the agenda, moderate the panel and secure two to three other panel members.

Panel Discussion moderators receive:

- Complimentary registration for the three-day core conference
- Reimbursement for airfare
- Reimbursement for hotel accommodations
- Per diem.

Up to three panelists receive:

- Complimentary registrations for the three-day core conference.

Panelists are responsible for their own travel and hotel expenses.



Program Descriptions

Program Descriptions should describe programs already implemented in workplace, school, clinical, community or other settings.

Program Description presenters should be responsible for developing and/or managing the program they are describing. Proposals will only be considered from program vendors if they are presented in conjunction with the client.

Program Description Abstract Requirements

Structure abstract as follows:

1. Organization (or community) description
2. Program components
3. Program implementation and evaluation history
4. Program impact: Participation, health and financial outcome.

Also include:

- Statement about what makes this program innovative or disruptive
- Abstracts of published articles on the program
- Opportunities for broader application.

Program Description presenters receive:

- Complimentary registration for the three-day core conference
- Reimbursement for airfare
- Reimbursement for hotel accommodations
- Per diem.

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Research Reports

Research Reports must address fundamental or emerging subjects in health promotion and have superior methodology. Research Report presenters should be the principal or co-principal investigator of the research they are describing and have a thorough grasp of research methodology.

Research Report Abstract Requirements

Structure abstract as follows:

1. Statement of the problem
2. Intervention (if appropriate)
3. Study design (study structure and variables of interest)
4. Measures utilized (form, validity and reliability)
5. Analysis method
6. Quantitative results
7. Conclusions.

Also include:

- Statement about what makes this program innovative or disruptive
- Abstracts of published articles on the program
- Opportunities for practical application.

Research Report presenters receive:

- Complimentary registration for the three-day core conference
- Reimbursement for airfare
- Reimbursement for hotel accommodations
- Per diem.



Poster Presentations

Proposals due on or before March 15, 2024

Accepted on a rolling basis (Presented on April 11-12, 2024)

Posters will be on display Thursday and Friday, April 11-12, 2024 with presenters at their posters for 90 minutes each day.

Poster Presentation Submission Requirements

1. 200-word abstract with a title (See details below.)
2. One-page summary of the presenter's education and work experience
3. Name, education and certification credentials, and current organization of all poster authors

Poster presenters will be responsible for paying the core (three-day) conference registration fee before the start of the conference and for their own travel and hotel expenses. Poster presenters will be recognized on their name tags as conference speakers.

RESEARCH ABSTRACTS must be organized in eight separate paragraphs with the subheadings and contents as listed below.

- a. Statement of the problem: What overall problem were you trying to study, and why is it important?
- b. Intervention (if appropriate): Describe the intervention you tested.
- c. Study design: Describe the structure of the study and the variables of interest.
- d. Sample size and composition: How many participants were in the study, and what are their characteristics?
- e. Measures utilized: What measurement tools did you use to measure the variables of interest?
- f. Analysis method: What statistics did you use to analyze your data?
- g. Results: Report the results of your analysis in quantitative form.
- h. Conclusions: What overall conclusions can you draw from this study?

CASE STUDY ABSTRACTS must be organized in four separate paragraphs with the subheadings and contents as listed below.

- a. Description of the organization (or community): Describe the organization or community in which your program is based.
- b. Summary of the primary program: Describe the core elements of the program you offered.
- c. What outcomes or processes have you evaluated, and what else will you evaluate? How have you evaluated them, and how else will you evaluate them?
- d. Summary of the program impact: Explain in quantitative form the results the program has demonstrated to date.



Activity Sessions

Proposals due on or before July 31, 2023

(Presented on April 10-12, 2024)

One-hour sessions, scheduled each morning and afternoon of the conference, may include cardio, dance, walking or jogging groups, yoga, meditation or any other safe activity.

Activity Session Submission Requirements

- Description of the proposed activity
- Type of equipment and space required (Activities that require little or no equipment will be given priority.)
- One-page narrative biography
- Color headshot of each presenter. High-resolution. Note: Headshots will not be used during the review and selection process. In the event that your session is selected, having a headshot on file will expedite the confirmation process

Activity Session leaders will be asked to lead up to three Activity Sessions during the conference. Activity Session leaders receive:

- Complimentary registration for the three-day core conference.

Activity Session leaders are responsible for their own travel and hotel expenses. They will be responsible for providing their own equipment, mats, etc. Activity Session leaders will be recognized on their name tags as conference speakers.

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Making Connections

Proposals due on or before March 15, 2024

Accepted on a rolling basis (Presented on April 10-12, 2024)

Opportunities for Making Connections will be scheduled throughout the conference. The purpose of Making Connections is to provide an opportunity for people with similar professional or personal interests to get together at the conference for a conversation, discussion, meal, workout or fun activity. Connections might include meeting for coffee or a glass of wine to talk about the health promotion programs they manage, going for a run, discussing legislative advocacy, going out for a meal, etc. They might attract as few as two or as many as 20 or more people. Individuals who offer a Connection should be prepared to start the discussion, meal plan or activity and let the group take it from there. They should not plan to present a lecture or promote a product.

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Making Connections Submission Requirements

1. Brief, approximately 50-word description of the Connection (i.e., the discussion topic, meal or activity proposed), including a title
2. Preferred dates and times for the session (Wednesday, Thursday or Friday—morning, noontime or evening)

Making Connections leaders will be responsible for paying the conference registration fee before the start of the conference and for their own travel and hotel expenses. Making Connections leaders will be recognized on their name tags as conference speakers.

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Due Dates at a Glance

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|------------------------------------|--|
| Intensive Training Seminars | On or before July 31, 2023 |
| Breakout Sessions | On or before July 31, 2023 |
| Activity Sessions | On or before July 31, 2023 |
| Poster Presentations | On or before March 15, 2024 (Accepted on a rolling basis) |
| Making Connections | On or before March 15, 2024 (Accepted on a rolling basis) |