

# CALL FOR CONFERENCE PROPOSALS

20<sup>th</sup> ANNUAL ART AND SCIENCE OF HEALTH PROMOTION CONFERENCE

WHAT WORKS GOOD, BETTER, BEST IN HEALTH PROMOTION?

CORE CONFERENCE: MARCH 17-19, 2010 • INTENSIVE TRAINING SEMINARS: MARCH 15 AND 16, 2010

HILTON HEAD, SOUTH CAROLINA

## WHAT WORKS GOOD, BETTER, BEST IN HEALTH PROMOTION?

We have been at this health promotion for four decades. We are no longer infants, but we are still adolescents. We have great ideas and energy; and we are idealists. We do good work, but we still mess up sometimes.

Programs are established in business, community, clinical, school and commercial fitness center settings. Good health outcomes are consistently achieved and remarkable outcomes are some times achieved. Medical cost reduction is common.

However, we have not reached consensus on the most effective methods. **We do not know** the most time efficient or cost effective ways to improve health. **We do not know** the best combination of programs to reduce medical costs, or enhance productivity. We DO produce good outcomes; **we just don't know** what works best **when, where, or how**. In short we do not know What Works Best.

We do have empirical evidence to support what works best in some limited areas. For example, we know that 300 minutes of talk therapy is optimal for smoking cessation. More minutes than that does not seem to increase quit rates. We know that combination of talk therapy plus medication triples success rates over either one alone. Emerging research is showing that \$200 seems to be the optimal incentive for HRA participation and that the highest participation rates occur when incentive are integrated into the health plans, and the HRA is promoted with strong communication and strong management support. We know, of course that a combination of more physical activity plus less food leads to weight loss...but we do not know how to motivate people to do either one of those. We are good at reaching the people who make up the core of our field: white, middle class, well educated, motivated people. We are not so at reaching people who are young or old, lower income, lower education, ethnically and racially diverse or people in rural settings.

The good news, the GREAT news is, that we are going see rapid growth in the size and number of health promotion programs in the next five years...in the United States and in the world. Furthermore, most of our new customers know so little about what we do that they will accept what ever we offer without close scrutiny. The bad or the good news, depending on your perspective, is that this blind acceptance will last only a few more years. If we do not figure out what works best, and build those learnings into all of our programs, we will loose this position of high expectations and credibility we have worked so hard to occupy.

The 2010 Art and Science of Health Promotion Conference will answer some of the questions about what works best, AND it will ask far more questions than it answers. Figuring out what works best must be the focus of our field for the next five years.

We need to ask ourselves...

What do we know vs. what do we suspect?

Why do we suspect what we suspect?

How do we know what we think we know?

Michael P. O'Donnell, PhD, MBA, MPH  
Program Chair, Art and Science of Health Promotion Conference  
Editor in Chief, American Journal of Health Promotion

## PEER PRESENTATIONS

### PANEL DISCUSSIONS

One-hour panel discussions will be scheduled throughout the conference. Panel discussions can address topics related to the conference theme, or other current critical health promotion topics. Panel moderators will plan the agenda, moderate the panel, and secure two to three other panel members. Proposals for panel discussions should include a brief summary of the topic to be discussed, and a list of speakers being considered for the panel.

### PROGRAM DESCRIPTIONS

One-hour program descriptions will be scheduled throughout the conference. 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 not be considered from program vendors unless they are presented in conjunction with the client. Proposals should provide a description of the program organized under the following subheadings: organization (or community), program components, program history, and program impact. Proposals should include a brief statement about what makes the program special. Copies of any published materials describing the program should be included in the proposal.

### RESEARCH REPORTS

One-hour research reports will be scheduled throughout the conference. To be considered, research reports must have superior methodology and address topics relevant to the conference theme or a topic of landmark significance. Prior publication or presentation of the research will not influence likelihood of acceptance. 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. Proposals should include a description of research organized under the following subheadings: statement of the problem, study design, sample size and composition, measures utilized, analysis methods, results, and conclusion. They should also include a brief statement about what makes the research special. Copies of abstracts (or internet links) of published articles relative to the research should be included in the proposal.

*To submit a proposal for a Peer Presentation (Panel Discussion, Program Description or Research Report) list three learning objectives, an abstract (see format guidelines above) and an outline of the session to be presented and a one-page summary of the presenter's education credentials, work experience, and presentation experience. Research presenters should also include their research experience. Peer presenters will be listed in the conference manual and on their nametags as conference faculty. They will receive a conference fee waiver and will be responsible for all their own travel and lodging expenses.*

**Proposals for Peer Presentations are due by October 1, 2009**

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## MAKING CONNECTIONS

Opportunities for “Making Connections” will be scheduled throughout the conference. The purpose of “Making Connections” is to provide a mechanism for people with similar professional or personal interests to get together at the conference for a conversation, a discussion, a meal, a workout or a fun activity. These “Connections” might attract as few as two or as many as 50 or more people. People who offer a “Connection” should be prepared to start the discussion, meal plan or activity and let the group take it from there.

*To submit a proposal for “Making Connections”, list name and title of the person suggesting the Connection and a three- to ten-word description of the Connection (ie the discussion, meal, or activity proposed). For example “Connections” might include talking about hospital health promotion programs, going for a run, talking about legislative advocacy, going out to dinner for Italian food, talking about financial analysis, etc. Making Connections leaders will be recognized in the conference manual, and on their nametags, as conference faculty. Making Connections leaders will pay the regular conference registration fee and be responsible for their own travel and lodging expenses.*

**Proposals for “Making Connections” can be submitted November 1, 2009 through January 30, 2010 and will be accepted on a rolling basis.**

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## POSTER PRESENTATIONS

Poster presentations will be scheduled in the morning and afternoon throughout the conference. Research poster sessions will describe research conducted by the presenter. Case study poster sessions will describe innovative programs in worksite, hospital, school, community, or other settings.

*To submit a proposal for a poster presentation, include a one-page summary of the presenter’s education and work experience, a 200-word abstract, and specify if the presentation describes a research or a case study poster.*

*Research abstracts should be organized in seven paragraphs with the following sub-headings: statement of the problem, study design, sample size and composition, measures utilized, analysis method, results, and conclusions.*

**Submit all proposals to:**  
Proposals2010@HealthPromotionConference.org

For other details or questions:  
Call 248-682-0707 or visit our website at  
**www.HealthPromotionConference.org**

*Case Study abstracts should be organized in four paragraphs with the following sub-headings: description of the organization (or community), summary of the primary program, explanation of the evaluation plan, summary of the program impact. Poster presenters will be recognized in the conference manual, and on their nametags, as conference faculty.*

*Poster presenters will pay the regular conference registration fee and be responsible for their own travel and lodging expenses.*

**Proposals for poster presentations can be submitted September 1, 2009 through January 30, 2010 and will be reviewed and accepted on a rolling basis.**

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## BREAKOUT SESSIONS

Seventy-five-minute breakout sessions will be held in the morning and afternoon throughout the conference. Sessions should combine structured lecture with group discussions and exercises as appropriate.

*To submit a proposal for a Breakout Session, include a one page summary of the presenter’s educational, certification credentials and work experience, a list of presentations made in the past five years, a 150-word narrative abstract, an outline illustrating the format of the session and 3 learning objectives. Breakout session presenters receive a conference fee waiver, and allowance for travel and lodging.*

**Proposals are due by June 13, 2009**

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## PROPOSAL DUE DATES

Breakout Sessions: June 13, 2009

Peer Presentations: October 1, 2009

- Research Presentations
- Program Descriptions
- Panel Discussions

Poster Presentations: September 1, 2009–January 30, 2010

Accepted on a rolling basis

Making Connections: September 1, 2009–January 30, 2010

Accepted on a rolling basis