

# Integrating Health Promotion into the Organization's and Community's Core Values

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A common element of virtually every successful health promotion program in workplace, clinical and community settings is the successful leveraging of existing core values to magnify the importance of health in achieving the goals of those organizations and communities OR reframing statements of those core values to insert the importance of good health. In fact, this may be THE most important strategy to engage and retain leadership support and facilitate the organization restructuring, policy focus and resource allocation necessary to improve employee health, control medical costs and enhance productivity. Conference sessions will explore how to weave this strategy into the multiple other priorities of effective program planning and delivery.

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CEO, Art & Science of Health Promotion Institute

Our new partnership with the International Foundation of Employee Benefit Plans brings together the Art & Science of Health Promotion Institute's three decades of scientific expertise and practical experience on the science of lifestyle change together with the International Foundation's 32,000 members dedicated to improving the quality of life through benefits education.

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Marriott Hilton Head Resort & Spa | Hilton Head Island, SC | April 20-24, 2020



## Intensive Training Seminars

(Held April 20 & 21, 2020)

The submission deadline for Intensive Training Seminars has passed. Two-day Intensive Training Seminars (ITS) will be presented on Monday and Tuesday, April 20 and 21, 2020 as preconference sessions (eight hours each day).

## Breakout Sessions

(Held April 22-24, 2020)

The submission deadline for breakout sessions has passed. Sixty-five-minute breakout sessions will be held in the mornings and afternoons throughout the conference.

## Art & Science Presentations

**Proposals Due on or before October 4, 2019**

(Presented April 22-24, 2020)

### Panel Discussions

Sixty-five-minute panel discussions will be scheduled throughout the conference. Priority will be given to proposals that address the conference theme. Panel discussions may 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 panels.

### Panel Discussion Submission Requirements

1. One-page document to include:
  - Session title
  - 150-word narrative abstract
  - Outline illustrating the format of the session
  - Three learning objectives stated in measurable and behavioral terms
2. One-page narrative biography that includes each presenter's name, title, education and certification credentials, current organization, address, phone number and email address
3. Full CV for each presenter, including education and certification credentials, work experience and a list of presentations made in the past five years

Panel discussion presenters will receive a complimentary conference registration for one moderator and up to three panel members. All panel discussion presenters will be responsible for their own travel and lodging expenses.

All panel discussion presenters will be recognized on their name tags as conference faculty.



**Submit Proposals Online**

**HealthPromotionConference.com**—Click on Speaking Opportunities.



## Art & Science Presentations

**Proposals due on or before October 4, 2019**

(Presented April 22-24, 2020)

### Program Descriptions

Sixty-five-minute 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.

#### **Program Description Submission Requirements**

1. One- to two-page document including:
  - Session title
  - 250-word abstract with the following headings:
    - 1) Organization (or Community) Description
    - 2) Program Components: Awareness, Motivation, Skills, and Opportunity
    - 3) Program Implementation and Evaluation History
    - 4) Program Impact: Participation, Health and Financial Outcome
  - Statement about what makes this program special
  - Abstracts of published articles on the program
  - Outline illustrating the format of the session
  - Three learning objectives stated in measurable and behavioral terms
2. One-page narrative biography that includes each presenter's name, title, education and certification credentials, current organization, address, phone number and email address
3. Full CV for each presenter, including education and certification credentials, work experience and a list of presentations made in the past five years

Program description presenters will receive one complimentary conference registration and will be responsible for their own travel and lodging expenses. We discourage co-presenters for program descriptions. All co-presenters will be responsible for paying the conference registration fee and for their own travel and lodging expenses.

All program description presenters will be recognized on their name tags as conference faculty.

### Research Reports

Sixty-five-minute 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.

#### **Research Report Submission Requirements**

1. One- to two-page document including:
  - Session title
  - 250-word abstract with the following headings:
    - 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) Results in Quantitative Form
    - 7) Conclusions
  - Statement about what makes this program special
  - Abstracts of published articles on the research
  - Outline illustrating the format of the session
  - Three learning objectives stated in measurable and behavioral terms
2. One-page narrative biography that includes each presenter's name, title, education and certification credentials, current organization, address, phone number and email address
3. Full CV for each presenter, including education and certification credentials, work experience and a list of presentations made in the past five years

Research report presenters will receive one complimentary conference registration and will be responsible for their own travel and lodging expenses. We discourage co-presenters for research reports. All co-presenters will be responsible for paying the conference registration fee and for their own travel and lodging expenses.

All research report presenters will be recognized on their name tags as conference faculty.



## Activity Sessions

### Proposals due on or before October 4, 2019

(Presented April 22-24, 2020)

One-hour sessions, scheduled each morning and afternoon of the conference, may include aerobics, water exercise, dance, walking or jogging groups, yoga, meditation, or any other safe, effective 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 summary of the presenter's education credentials and work experience, that includes the presenter's name, title, education and certification credentials, current organization, address, phone number and email address.

Activity session leaders will be asked to lead up to three activity sessions during the conference.

They will receive one complimentary conference registration and will be responsible for their own travel and lodging expenses. They will also be responsible for providing their own equipment, mats, etc.

Activity session leaders will be recognized on their name tags as conference faculty.

## Poster Presentations

### Proposals due September 1, 2019-March 6, 2020

Accepted on a rolling basis (Presented April 23-24, 2020)

Posters will be on display Thursday and Friday, April 23-24, 2020 with presenters at their posters for 90 minutes each day during the lunch break.

#### Poster Presentation Submission Requirements

1. Poster type: Research or Case Study poster
2. 200-word abstract with a title (See details below.)
3. One-page summary of the **presenter's** education and work experience, that includes the presenter's name, title, education and certification credentials, current organization, address, phone number and email address
4. Name, education and certification credentials and current organization of **all** poster authors

#### **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 subjects 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 will you evaluate? How have you evaluated them, and how will you evaluate them?
- d. Summary of the program impact: Explain in quantitative form the results the program has demonstrated to date.

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 lodging expenses. Poster presenters will be recognized on their name tags as conference faculty.



**Submit Proposals Online**

[HealthPromotionConference.com](http://HealthPromotionConference.com)—Click on Speaking Opportunities.

## Making Connections

**Proposals due September 1, 2019-March 6, 2020**

Accepted on a rolling basis (Presented April 23-24, 2020)

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. Connections might include meeting for coffee or 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 50 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, and should not plan to present a lecture or promote a product.

### **Making Connections Submission Requirements**

1. Name, credentials, title and organization of the individual suggesting the Connection.
2. Three- to ten-word description of the Connection (i.e., the discussion topic, meal or activity proposed)
3. Preferred dates and times for the session

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

## CALL FOR PROPOSALS | *Due Dates at a Glance*

Intensive Training Seminars	Deadline passed
Breakout Sessions	Deadline passed
Panel Discussions	On or before October 4, 2019
Program Descriptions	On or before October 4, 2019
Research Reports	On or before October 4, 2019
Activity Sessions	On or before October 4, 2019
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Making Connections	September 1, 2019-March 6, 2020



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