April 20-24, 2020 | Hilton Head Island, SC
MARRIOTT HILTON HEAD RESORT & SPA

Core Conference: April 22-24, 2020
Intensive Training Seminars: April 20 & 21, 2020

30th Annual ART & SCIENCE of Health Promotion Conference

— Conference Theme —
Integrating Health Promotion into the Organization’s and Community’s Core Values

Keynote Speakers

MICHAEL ROIZEN, MD
Cleveland Clinic

KATHLEEN CROSBY
FDA Center for Tobacco Products

DAVID L. KATZ, MD, MPH, FACPM, FACP, FACLM
True Health Initiative
Diet ID

Continuing Education Credit Available—See Page 3.

Introducing Our New Partner!
It is my pleasure to invite you to join us for the 30th Annual Art & Science of Health Promotion Conference at the Marriott Resort in Hilton Head Island, South Carolina. I am especially energized this year as we welcome our new partner, the International Foundation of Employee Benefit Plans. This partnership brings the conference’s three decades of scientific expertise and practical experience together with the International Foundation’s dedication to employee benefits education.

Over the course of the conference, you will participate in sessions presented by the top scientists and practitioners in the field. Plus, you will have an abundance of opportunities to be involved through interactive discussions, networking sessions, fitness activities and social events. You will return home equipped with practical strategies and research backup to make your programs and your work more effective, and you will have a renewed sense of commitment and passion knowing that others like you are working to make a difference.

I look forward to seeing you in Hilton Head.

MICHAEL P. O’DONNELL, PhD, MBA, MPH
Conference Chair, Art & Science of Health Promotion Conference
CEO, Art & Science of Health Promotion Institute

Conference Features

Keynote addresses that will inspire and motivate
Concurrent sessions by top scientists and practitioners
Preconference Intensive Training Seminars
Research Reports • Program Descriptions • Panel Discussions
Networking opportunities • Fitness activities

Introducing Our New Partner

We are pleased to be offering the conference in partnership with the International Foundation of Employee Benefit Plans.

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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.
### Conference Schedule

This tentatively schedule provides an overview of daily activities to help you plan your trip. Details are subject to change. Visit www.HealthPromotionConference.org for schedule updates.

#### Monday, April 20
- 6:30-8:45 a.m. ....... Breakfast Buffet
- 9:00 a.m.-5:00 p.m. .... Intensive Training Seminars (Day One)

#### Tuesday, April 21
- 6:30-8:45 a.m. ....... Breakfast Buffet
- 9:00 a.m.-5:00 p.m. .... Intensive Training Seminars (Day Two)
- 5:00-6:00 p.m. ......... Core Conference Welcome and Orientation

#### Wednesday, April 22
- 6:30-8:45 a.m. ....... Breakfast Buffet
- 6:30-7:30 a.m. ......... Activity Sessions
- 8:00 a.m.-5:00 p.m. .... Exhibits
- 9:00-10:45 a.m. ......... Opening Keynote/General Session
- 11:00 a.m.-12:05 p.m. .. Concurrent Sessions
- 1:45-2:50 p.m. ......... Concurrent Sessions
- 3:15-4:20 p.m. ......... Concurrent Sessions
- 4:45-5:45 p.m. ......... Activity Sessions
- 6:30-7:30 p.m. ......... Welcome Reception

#### Thursday, April 23
- 6:30-8:45 a.m. ....... Breakfast Buffet
- 6:30-7:30 a.m. ......... Activity Sessions
- 8:00 a.m.-5:00 p.m. .... Exhibits
- 9:00-10:45 a.m. ......... Keynote/General Session
- 11:00 a.m.-12:05 p.m. .. Concurrent Sessions
- 12:15-1:45 p.m. ......... Poster Presentations
- 1:45-2:50 p.m. ......... Concurrent Sessions
- 3:15-4:20 p.m. ......... Concurrent Sessions
- 4:45-5:45 p.m. ......... Activity Sessions

#### Friday, April 24
- 6:30-8:45 a.m. ....... Breakfast Buffet
- 6:30-7:30 a.m. ......... Activity Sessions
- 9:00-10:45 a.m. ......... Keynote/General Session
- 11:00 a.m.-12:05 p.m. .. Concurrent Sessions
- 12:15-1:45 p.m. ......... Poster Presentations
- 1:45-2:50 p.m. ......... Concurrent Sessions
- 3:15-4:15 p.m. ......... Farewell Reception

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This was the best conference I've ever been to. I was so impressed with the passion and the work that has been done in the field of wellness and the work that is currently being done.

Kaitlin Box, Community Health Coordinator
Keynote Speakers

The Great Age Reboot: Applying Cleveland Clinic Employee Wellness Strategies to State and National Health Care Approaches

The Cleveland Clinic Employee Wellness Program has been successful in bending the medical cost curve from annual increases of more than 7% to less than 1% over the span of the past 15 years, resulting in savings of several hundred million dollars for the organization and tens of millions for employees. The strategy included integrating lifestyle change into patient care, engaging employees in shaping the program and grassroots tobacco prevention advocacy, offering opportunities to be physically active and eat nutritious foods at work, offering a vast array of skill-building courses and counseling in lifestyle change and chronic disease prevention, and offering significant discounts on health plan premiums for enrolling in programs and achieving health goals. Many of these approaches can be replicated in other organizations to improve health and reduce medical spending and may have similar impact in state Medicaid programs and federal Medicare programs.

The Real Cost—FDA’s Youth Tobacco Prevention Campaign: What’s Important and What’s Innovative

FDA’s “The Real Cost” campaign has taken a page out of Madison Avenue’s playbook, using the power of persuasive advertising toward improving public health by convincing at-risk teens to not use tobacco. The first-of-its-kind federal campaign, launched by FDA’s Center for Tobacco Products (CTP) in 2014 with the goal of educating at-risk teens about the harmful effects of cigarette smoking, has expanded to address the “cost-free” mentality among youth about other tobacco products, including e-cigarettes. “The Real Cost” relies on best practices in communication, marketing and social science to capture teens’ attention and change their behaviors, using fresh portrayals on various advertising platforms of the health and addiction risks of tobacco products. Rigorous evaluation already points to significant success from this public health education campaign, which represents an important component of CTP’s comprehensive regulatory strategy.

Eating Like the World Depends on It

The world of nutrition has long been roiled by fractious debate, legitimate and otherwise, regarding everything from methods of inquiry to public health messaging. The simple reality of our time is that debates about diet for human health are increasingly moot as our options dwindle in tandem with rainforests, glaciers, biodiversity and aquifers. The impact of our prevailing diets on the planet is fast becoming the only thing that really matters. There will be no point in debating diet for human health on a planet no longer hospitable to human habitation—and we are blithely, and blindly, blundering in that very direction. Obligated to reconcile the exigencies of public and planetary health—as highlighted in the report of the EAT-Lancet Commission on Food, Planet, Health—our pseudoconfusion on the topic of “best diets” for health must yield to a new suite of questions. What are the components making up the environmental footprint of our dietary patterns? What is the best way to measure each? Which matters most? Can they be aggregated? What are the confluences and conflicts between diet for optimal human health and diet for minimal environmental impact? This talk will explore these issues and distill them into practical and actionable guidance.
Breakout Sessions: Educational Tracks and Faculty

Concurrent sessions are organized into tracks. Sessions will be scheduled to allow you to attend many of the sessions in a track if you wish.

**Culture of Health: What Is It? Why Is It Important? How Do We Get It?**
- **CULTURE & ENVIRONMENT**
  - Judd Allen, PhD
  - President, Human Resources Institute, LLC
  - Richard Safeer, MD, FACLM, FAAFP, FACP
  - Chief Medical Director, Employee Health & Well-being, Johns Hopkins Medicine; Assistant Professor, General Internal Medicine and Pediatrics, Johns Hopkins University, School of Medicine; Assistant Professor, Health, Behavior & Society, Johns Hopkins University; Bloomberg School of Public Health

**Better Managers, Better Well-Being**
- **MANAGEMENT STRATEGIES**
  - Judd Allen, PhD
  - President, Human Resources Institute, LLC
  - Tad Mitchell, MBA
  - President & CEO, WellRight

**Putting Science Back Into Social Determinants of Health and How to Coach Them**
- **SOCIAL DETERMINANTS OF HEALTH & COMMUNITY**
  - Michael Arloski, PhD, PCC, CWP, NBC-HWC
  - Psychologist; National Board Certified Health and Wellness Coach; CEO and Founder, Real Balance Global Wellness Services, Inc.

**The Emotional Key to Lifestyle Change: Affective Coaching Skills**
- **BEHAVIOR CHANGE STRATEGIES**
  - David Ballard, PsyD, MBA
  - Senior Director, Office of Applied Psychology, American Psychological Association

**Integrating Growth Mindset and the Power of Active Listening in Your Personal and Professional Life!**
- **BEHAVIOR CHANGE STRATEGIES**
  - Suzanna L. Cooper, OTR/L, LPC, NBC-HWC
  - Chief Learning Officer, US Corporate Wellness, Inc.; Co-Founder and Director of Coaching Education, The Catalyst Coaching Institute

**Do Workplace Health Promotion (Wellness) Programs Work? What Does the Latest Research Tell Us?**
- **RESEARCH METHODOLOGY & RESULTS**
  - Ron Z. Goetzel, PhD, MA
  - Senior Scientist and Director, Institute for Health and Productivity Studies (IHPS), Johns Hopkins Bloomberg School of Public Health; Vice President, Consulting and Applied Research, IBM Watson Health

**Linking Human Resource and Building Professionals: Better Connections for Better Outcomes**
- **CULTURE & ENVIRONMENT**
  - Whitney Austin Gray, PhD, LEED AP, WELL Faculty
  - Senior Vice President, Delos Insights, Delos®; Adjunct Assistant Professor, Georgetown University

**The Business Value of Integrating Employee Health and Well-Being into the Fabric of an Organization**
- **SOCIAL DETERMINANTS OF HEALTH & COMMUNITY**
  - Jessica Grossmeier, PhD, MPH
  - Vice President, Research, Health Enhancement Research Organization (HERO); Co-Editor, The Art of Health Promotion

**The Resilience Dividend: How the Highest Performers Turn Adversity Into Action**
- **BEHAVIOR CHANGE STRATEGIES**
  - David Hunnicutt, PhD
  - Principal, David Hunnicutt, Int’l.

This is a partial listing of our faculty and program. Please visit www.HealthPromotionConference.org for the full program and updates.
Creating Connection Is a Core Value
= MANAGEMENT STRATEGIES

The Promise of Purpose-Driven Organizations
= MANAGEMENT STRATEGIES
Sara Johnson, PhD
Co-President & CEO, Pro-Change Behavior Systems Inc.; Co-Editor, The Art of Health Promotion

Positive Emotional Culture: How Positive Emotions at the Heart of Corporate Culture Affect Health, Well-Being and the Bottom Line
= CULTURE & ENVIRONMENT
Olivia (Mandy) O’Neill, PhD
Associate Professor of Management, School of Business and Director of Research, Center for the Advancement of Well-Being, George Mason University

Healing Well: The Success of a Comprehensive Employee Wellness Program at the Cleveland Clinic
= MANAGEMENT STRATEGIES
David L. Pauer, MNO
Health and Wellness Director, Employee Health & Wellness Initiatives

Generational Economics: Engaging the Most Diverse Workforce in History
= SOCIAL DETERMINANTS OF HEALTH & COMMUNITY
Don Powell, PhD
President & CEO, American Institute of Preventive Medicine
Brett Powell
Vice President, American Institute of Preventive Medicine

How to Minimize Employee Privacy Concerns While Inspiring Health Improvement
= MANAGEMENT STRATEGIES
Jim Pahock
Founder & CEO, Bravo Wellness

Leveling Up: Unpacking the Four Levels of Influences That Shape Our Behaviors
= BEHAVIOR CHANGE STRATEGIES
Laura Putnam, MA
Founder & CEO, Motion Infusion, Inc.

Building a Workplace Where It’s Easy to Make the Healthiest Choice
= CULTURE & ENVIRONMENT
Richard Safeer, MD, FACLM, FAAFP, FACP
Chief Medical Director, Employee Health & Well-being, Johns Hopkins Medicine; Assistant Professor, General Internal Medicine and Pediatrics, Johns Hopkins University, School of Medicine; Assistant Professor, Health, Behavior & Society, Johns Hopkins University, Bloomberg School of Public Health

Screen Addictions, Digital Toxicity and the Importance of Mindfulness in the 21st Century Information Age
= BEHAVIOR CHANGE STRATEGIES
Brian Luke Seaward, PhD
Executive Director, The Paramount Wellness Institute

Positively Energized: Five Strategies to Get the Good Vibes Going at Work
= BEHAVIOR CHANGE STRATEGIES
Marie-Josee (MJ) Shaar, MAPP, CWCC
Adjunct Faculty, Federal Executive Institute; President, Smarts and Stamina

Wage Matters: Health Promotion Engagement and Outcomes Across the Earnings Continuum
= SOCIAL DETERMINANTS OF HEALTH & COMMUNITY
Bruce Sherman, MD, FCCP, FACOEM
Chief Medical Officer, National Alliance of Healthcare Purchaser Coalitions; Medical Director, Employee Health Plan, Cone Health; Assistant Clinical Professor, Department of Medicine, Case Western Reserve University School of Medicine

Promoting Physical Activity in the Workplace: Implementing the U.S. National Physical Activity Plan
= SOCIAL DETERMINANTS OF HEALTH & COMMUNITY
Laurie P. Whitsel, PhD, FAHA
Vice President, Policy Research and Translation, American Heart Association

A Healthy Community Is Good for Business
= CULTURE & ENVIRONMENT
Risa Wilkerson, MA
Executive Director, Healthy Places by Design
Creating Cultures of Health

Judd Allen, PhD
President, Human Resources Institute, LLC

Richard Safeer, MD, FACLM, FAAFP, FACPM
Chief Medical Director, Employee Health and Well-being, Johns Hopkins Medicine; Assistant Professor of General Internal Medicine and Pediatrics, School of Medicine; Assistant Professor of Health, Behavior and Society, Bloomberg School of Public Health, Johns Hopkins University

Cultures of health are webs of social influences that manifest themselves in shared healthy beliefs and behaviors. Among these social influences are shared values, norms, peer support and overall social climate. A culture of health is also embedded in informal and formal policies and practices. A culture of health increases the effectiveness of workplace health promotion activities in lowering population health risk and in helping employees achieve lasting lifestyle improvement goals. This seminar will teach field-tested strategies for creating cultures of health at your workplace. We will examine how to measure the current culture and how to prioritize culture change goals. You will learn how to mobilize leadership, peer and household support as well as how to incorporate your health promotion work into a systematic culture-change process.

Evaluating Workplace Health Promotion Programs

Ron Z. Goetzel, PhD, MA
Senior Scientist and Director of the Institute for Health and Productivity Studies (IHPS), Johns Hopkins Bloomberg School of Public Health; Vice President, Consulting and Applied Research, IBM Watson Health

One of the greatest challenges facing health promotion professionals is documenting the performance and impact of their programs. To justify ongoing support for health promotion initiatives, program managers often declare that health promotion and disease prevention are “the right thing to do.” However, program sponsors require proof that these programs are worth the investment and produce both a positive return on investment (ROI) and value on investment (VOI).

This Intensive Training Seminar (ITS) will provide the skills and insights for designing and implementing effective measurement and evaluation programs for workplace health promotion. The session will address such topics as: How is health promotion evaluation research performed? How can program managers gather documentary evidence that proves their programs have impact? Is such research in fact doable? What evaluation studies can program managers do themselves, and when is it wise to bring in outside experts?

The training will provide a practical measurement and evaluation framework that is first directed at small businesses that cannot afford large and expensive studies. For individuals not trained in advanced research methods, the training offers easy-to-implement techniques on ways to design and administer evaluation surveys and how to present data from these. For individuals with advanced training in program evaluation, the training will review techniques and principles used in sophisticated and rigorous applied research studies and how these can be adapted to health promotion evaluations. Finally, the training will provide an overview of some of the most highly referenced studies and the methods used in those studies. The session will combine theoretical and practical approaches to program evaluation with plenty of opportunity to try out ideas with other ITS participants.
Stealing Fire: A Breakthrough, Step-By-Step Approach to Creating Inspiring Organizational Change so That the Healthy Choice Becomes the Easy Choice

David Hunnicutt, PhD
Principal, David Hunnicutt, Intl.
Let’s cut to the chase.
The best research conducted over the last two decades tells us that the vast majority of organizational change initiatives don’t just fail—They fail miserably! And in a time where the health status of virtually every working American is being compromised, the predicament in which we now find ourselves is concerning indeed.

This intensive, highly interactive workshop is specifically designed to teach you a practical, step-by-step, evidence-based approach to creating organizational change—the kind of change that impacts lives and transforms organizations.

By taking part in this two-day intensive training, you’ll be immersed in a five-step approach that will show you exactly the steps to take—and the specific strategies to employ—to make the healthy choice, the easy choice in your organization.

In addition, we’ll examine and dissect some of the most successful changes initiatives that have resulted in breathtaking outcomes.

Make no mistake: It doesn’t matter who you are or what kind of business you’re in—if you don’t know the key steps to creating healthy change, if you can’t make the healthiest choice the easiest choice, and if you can’t lead the entire process in your organization—your destiny has already been determined.

But here’s the deal.
Some can—and they’re the difference makers. They’re the ones who are in demand. They’re the ones who are writing their own tickets. And they’re the ones whose organizations are thriving.

Join me in a memorable two-day experience and master the art and science of creating healthy change.

Activating Managers Boot Camp: Leveraging Key Influencers to Create a Multiplier Effect

Laura Putnam, MA
Founder & CEO, Motion Infusion, Inc.
While the need for well-being in the workplace has not gone away, finding an effective way to actually engage employees in these efforts has remained elusive. A growing body of research—including our own—suggests that managers may serve as an untapped potential for increasing rates of engagement with wellness, as well as our most powerful resource for building a positive culture. The key is to move every manager from Gatekeeper to Multiplier by giving them an explicit role in both wellness- and culture-building efforts. Join Laura Putnam, author of *Workplace Wellness That Works* (Wiley, 2015) and creator of Managers on the Move, to learn about how you can activate managers in your organization to become Multipliers of Well-Being. She will share secrets from her Managers on the Move, a unique “leadership meets wellness” training workshop for managers that has now been delivered to over 1,000 managers and leaders across the nation. Come away with information, inspiration and a step-by-step template to launch a manager-driven movement of well-being within your organization.

Holistic Stress Management Instructor Training

Brian Luke Seaward, PhD
Executive Director, The Paramount Wellness Institute
This workshop is designed to train all allied health professionals to teach, direct or facilitate quality stress management presentations/workshops at their worksite. The focus of this intensive workshop is holistic—honoring the integration, balance and harmony of mind, body, spirit and emotions for optimal well-being. The purpose of this workshop is two-fold: 1) to gain a sound background in the holistic approach to stress management (addressing not only the causes of stress through effective coping skills but also the symptoms of stress with effective relaxation techniques) and 2) to learn, refine and practice excellent teaching skills in which to share this knowledge most effectively, whether it is through a one-hour presentation or a 16-week college course. Professionals who have greatly benefited from this workshop include nurses, social workers, counselors, schoolteachers, wellness directors, therapists, health educators, college professors, physicians and those wishing to make a career change. Special focuses include the topics of burnout, work-life balance, healthy boundaries, stress and nutrition, mindfulness and improved sleep quality.
Conference Highlights

► Intensive Training Seminars
Choose from five different two-day preconference seminars for in-depth training. (Separate registration required—See pages 8-9 for descriptions.)

► Making Connections
Connect with people who share your professional and personal interests. Making Connections are informal activities hosted by fellow conference attendees. “Connections” include serious discussions; silly reflections; getting together for a drink, snack or meal; a morning run; or any other activity that brings people together.

► Activity Sessions
Enjoy a balanced wellness experience with daily activity sessions. Each morning and evening you will be able to choose from a variety of activities such as cardio, yoga, dance exercise, walking groups and more.

► Meal Functions
The conference will provide a complimentary breakfast Monday-Friday, a Welcome Reception on Wednesday evening and a Farewell Reception on Friday afternoon.

► Art & Science Presentations and Poster Presentations
Learn about best practices and the latest research findings in health promotion directly from your peers. In addition to the breakout sessions, the conference will feature 50+ additional Panel Discussions, Program Descriptions, Research Reports and Poster Presentations.

► Exhibits
Drop in between educational sessions to visit displays from our outstanding vendors. See what’s new from these top organizations that provide the products and services you are looking for—including products, services and resources you rely on to enhance your programs and plans.

► Continuing Education Credits
We typically offer, and are applying for, continuing education credits for the professions below:

EXERCISE SCIENCE | NUTRITION | HEALTH EDUCATION | MEDICINE | NURSING

For more information and credit approval updates, visit www.HealthPromotionConference.org

Conference Hotel

Discover a beachfront retreat at the Marriott Hilton Head Resort & Spa. The hotel is located oceanfront on Hilton Head Island, with a sandy beach and amazing views. Amenities include three golf courses, a fitness center, tennis courts, and indoor and outdoor pools. Enjoy water sports or go cruising on a rental bike. Make use of complimentary Wi-Fi in the transformed modern lobby as well as in all public areas of the hotel. Stop by the signature spa where you’ll find a full slate of rejuvenating services. Savor a fine dining experience at Blue or enjoy any of the casual and delicious indoor or al fresco dining options.

We have negotiated very special rates for our conference attendees:

Resort View—$175 | Ocean View—$185 | Oceanfront—$195

(plus tax and fees)

Note: Resort fee will be waived.

Make your reservations online at www.HealthPromotionConference.org (click on “Hotel & Travel”) or call (888) 511-5086. Mention the Art & Science of Health Promotion Conference to receive the special rate.

2020 CONFERENCE REGISTRATION

REGISTRANT INFORMATION  *Required fields; submit one form per registrant.

*Last Name _______________________________________________  *First Name__________________________________ *Credentials ___________________

*Job Title/Position __________________________________________  *First Name for Badge _______________________________________________________

*Company ___________________________________________________________________________________________________________________________

*Street Address _______________________________________________________________________________________________________________________

*City _____________________________________________________  *State/Province ____________________________________________________________

*Zip/Postal Code ___________________________________________  *Country __________________________________________________________________

*Telephone ___________________________________________________________________________________________________________________________

*Email _______________________________________________________________________________________________________________________________

WHAT WILL YOU ATTEND?

REGISTRATION FEES

Receive a $50 discount when you register for both the Core Conference and an Intensive Training Seminar—Attend both for $1,240.

Core Conference (3 Days) ................................................................................................................................................................................ $795

Intensive Training Seminar (2 Days) ............................................................................................................................................................... $495

Choose one seminar: Allen/Safeer  Goetzel  Hunnicutt  Putnam  Seaward

Core Conference Plus Intensive Training Seminar .................................................................................................................................... $1,240

Choose one seminar: Allen/Safeer  Goetzel  Hunnicutt  Putnam  Seaward

1 Day of Core Conference ........................................................................................................................................................................ $395

Indicate which day you will attend:  ○ Wednesday  ○ Thursday  ○ Friday

1 Day of Core Conference Plus Intensive Training Seminar ..................................................................................................................... $890

Indicate which day you will attend:  ○ Wednesday  ○ Thursday  ○ Friday

REGISTRATION TOTAL (U.S. Funds)

CANCELLATION POLICY: A full refund will be issued for cancellations received in writing within two (2) weeks of registering. A $100 processing fee will be retained for all cancellations received after that period. Refund requests will not be accepted after February 20, 2020. Substitutions are welcome at any time.

PAYMENT MUST ACCOMPANY ORDER

Make check payable to: Art & Science of Health Promotion Conference

Check # ____________________________ $ ____________________________

Credit card # ____________________________ Exp. Date ____________________________

Cardholder’s name (print) ____________________________

www.healthpromotionconference.org  Secure fax (202) 364-1818

Art & Science of Health Promotion Conference  P.O. Box 689954

Chicago, IL 60695-9954  Questions? Email edreg@ifebp.org, or phone (888) 334-3327, option 2.

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## 2020 Conference Theme:
Integrating Health Promotion into the Organization’s and Community’s Core Values

### Who Should Attend
- Health Promotion and Wellness Managers
- Exercise Specialists
- Dietitians
- Nutritionists
- Psychologists
- Health Educators
- Nurses
- Physicians
- Medical Directors
- Human Resources Directors
- Benefits Managers and Executives
- Health Insurance Underwriters and Brokers
- Health Plan Leaders
- Educators
- Health Plan Strategists
- Benefit Plan Advisors
- Health Policy Analysts
- Hospital and Clinic Managers
- Scientists

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**Introducing Our New Partner**

**International Foundation of Employee Benefit Plans**

*Education | Research | Leadership*

"Newest, latest, best research and evidence presented by the best speakers in this field. One of the best conferences I have ever attended.”

Michael Cantrell
President and CEO of Mark Twain Behavioral Health

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Register Online > [www.HealthPromotionConference.org](http://www.HealthPromotionConference.org)

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**April 20-24, 2020 | Hilton Head Island, SC**

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**CONFERENCE COLLABORATORS**
American College of Preventive Medicine | American Psychological Association | Food Tank | NIOSH
WorkWell | OldWays | Society for Nutrition Education and Behavior | South Carolina Hospital Association
True Health Initiative | WELLCOM

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**Exhibit and Sponsorship Packages Available**
Check the website for details.

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**INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFIT PLANS**

Art & Science of Health Promotion Conference
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