

34th Annual
ART & SCIENCE
of Health Promotion Conference

April 8-12, 2024

Hilton Beachfront Resort and Spa Hilton Head Island
Hilton Head Island, South Carolina

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

— *Conference Theme* —
**The Essential Role of Health Promotion
in Advancing Health Equity**

Keynote Speakers



**Michelle A. Albert,
M.D., M.P.H.**

University of California, San Francisco;
UCSF School of Medicine;
CeNter for the StUdy of AdveRsiTy
and CardiovascUlaR DiseaseE
(NURTURE Center)



**Lisa A. Cooper,
M.D., M.P.H.**

Johns Hopkins Center for Health Equity
and Urban Health Institute;
John Hopkins University Schools
of Medicine, Nursing,
and Bloomberg School of Public Health



**J. Nwando Olayiwola,
M.D., M.P.H.**

Inspire Health Solutions, LLC;
Humana, Inc. ;
The Ohio State University
College of Medicine

Presented By:

International Foundation
OF EMPLOYEE BENEFIT PLANS 

Education | Research | Leadership

34th Annual ART & SCIENCE of Health Promotion Conference



You won't want to miss the 2024 Art & Science of Health Promotion Conference in Hilton Head, South Carolina. The theme of this year's conference is Health Equity. A portion of the conference program will be dedicated to delving into this vital topic and its implications for designing, implementing and evaluating programs and policies.

We hope you'll join us to gain practical, evidence-based insights from and be inspired by the top researchers and practitioners in our field. Our esteemed faculty will explore innovative approaches for centering health equity in all health promotion initiatives. This includes inspiring examples of interventions that rely on community-based participatory research approaches to advancing health equity, creative partnerships that have been formed to promote health equity, and measurement and evaluation models that recognize and address structural racism and other inequities. The agenda also includes numerous sessions that will highlight cutting-edge workplace strategies to optimize health and well-being, as well as new perspectives in health promotion.

And equally important, you'll have time to reconnect with longtime friends and colleagues, make new connections, enjoy the beautiful beach and try new activities!

Can't wait to see you there!



Sara S. Johnson, Ph.D.

Conference Chair, Art & Science of Health Promotion Conference | Co-President, ProChange

Conference Features

Three Keynote Addresses | Special Plenary Session | Topic Presentations
Program Descriptions | Research Reports | Panel Discussions
Poster Presentations | Networking Sessions | Fitness Activities | Exhibits

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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 opportunity to attain that highest level of health. Unfortunately, persistent systematic 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.

Read the full theme at www.HealthPromotionConference.org.

Conference sessions will explore:

- Innovative approaches for centering health equity in all health promotion initiatives
- 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.



Continuing Education Credits

We typically offer, and are applying for, continuing education credits for the professions below:

EXERCISE SCIENCE | NUTRITION | HEALTH AND WELLNESS COACHING
HEALTH EDUCATION | MEDICINE | NURSING

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



Conference Schedule

This tentative 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 8

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

Tuesday, April 9

6:30-8:45 a.m. Breakfast Buffet
9:00 a.m.-5:00 p.m. ... Intensive Training Seminars
(Day Two)

Wednesday, April 10

6:30-7:30 a.m. Activity Sessions
6:30-8:45 a.m. Breakfast Buffet
8:00 a.m.-5:00 p.m. Exhibits Open
9:00-10:45 a.m. Opening Keynote/
General Session
11:00 a.m.-12:05 p.m. Concurrent Sessions
12:05-1:45 p.m. Lunch Break (on your own)
12:05-1:00 p.m. Making Connections
(bring your lunch!)
1:45-2:50 p.m. Concurrent Sessions
3:15-4:20 p.m. Concurrent Sessions
4:45-5:45 p.m. Activity Sessions
6:00-7:00 p.m. Reception

Thursday, April 11

6:30-7:30 a.m. Activity Sessions
6:30-8:45 a.m. Breakfast Buffet
8:00 a.m.-5:00 p.m. Exhibits
Posters on Display
9:00-10:45 a.m. Keynote/General Session
11:00 a.m.-12:05 p.m. Concurrent Sessions
12:05-1:45 p.m. Lunch Break (on your own)
12:05-1:00 p.m. Making Connections
(bring your lunch!)
1:45-2:50 p.m. Concurrent Sessions
3:15-4:20 p.m. Concurrent Sessions
4:45-5:45 p.m. Michael O'Donnell
Special Plenary Session
6:00-7:30 p.m. Special Activity Session—
Ecstatic Dance!

Friday, April 12

6:30-7:30 a.m. Activity Sessions
6:30-8:45 a.m. Breakfast Buffet
8:00 a.m.-5:00 p.m. Posters on Display
9:00-10:45 a.m. Keynote/General Session
11:00 a.m.-12:05 p.m. Concurrent Sessions
12:05-1:45 p.m. Lunch Break (on your own)
1:45-2:50 p.m. Concurrent Sessions
3:15-4:15 p.m. Farewell Reception

The educational programming schedule and social events noted in this brochure are subject to change. Please visit www.HealthPromotionConference.org for conference program updates, schedule changes and new offerings.

Keynote Presentations

Wednesday, April 10



Reducing Health Disparities by Improving Relationships in Health Care

Lisa A. Cooper, M.D., M.P.H.

James F. Fries Professor of Medicine and a Bloomberg Distinguished Professor, Johns Hopkins University Schools of Medicine, Nursing, and Bloomberg School of Public Health
Founder and Director, Johns Hopkins Center for Health Equity

Thursday, April 11



Health Equity, Cultural Competency and the Impact on Patient Health

J. Nwando Olayiwola, M.D., M.P.H.

Founder and CEO, Inspire Health Solutions, LLC
Chief Health Equity Officer and Senior Vice President, Humana, Inc.
Adjunct Professor, The Ohio State University College of Medicine

Friday, April 12



Addressing Tectonic Partiality in Medicine and Health Care

Michelle A. Albert, M.D., M.P.H.

Walter A. Haas-Lucie Stern Endowed Chair in Cardiology and Professor in Medicine at the University of California at San Francisco (UCSF)
Admissions Dean for UCSF Medical School
Director of the CeNter for the StUdy of AdveRsiTy and CardiovascUlar Disease (NURTURE Center).

See www.HealthPromotionConference.org
for session abstracts.

Michael P. O'Donnell Special Plenary Session

Each year, the Art & Science of Health Promotion Conference features a special plenary session named in honor of its founder, Dr. Michael P. O'Donnell. This session exemplifies excellence and demonstrates vision in advancing the field of health promotion.



Pride, Prejudice and Medical Progress: The Journey to LGBTQ+ Health Equity

Jessica Halem, M.B.A.
Senior Director
Eidos LGBTQ+ Health Initiative
University of Pennsylvania

Concurrent Sessions



The Role of Managers in Supporting Proactive Mental Health

■ = WORKPLACE STRATEGIES

Judd Allen, Ph.D.
Human Resources Institute, LLC



Empowering Worksite Well-Being Through Lifestyle Medicine

■ = WORKPLACE STRATEGIES

Elizabeth Click, D.N.P., N.D., R.N.
Case Western Reserve University



Going Beyond Bias to Break the Labeling Cycle of Patient/Client Resistance to Lifestyle Improvement

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Michael Arloski, Ph.D.
Real Balance Global Wellness Services Inc.



Deanna Duffy, M.P.H.
Case Western Reserve University



How Good Strategy Can Take Your Workforce Mental Health Efforts to the Next Level

■ = WORKPLACE STRATEGIES

David W. Ballard, Psy.D., M.B.A.
GhostNote Consulting



Financial Wellness From the Financial Services Sector

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Sam Dolezal, Ed.D., M.S.E., M.S.
Union Bank & Trust



Krystal Sexton, Ph.D.
Shell



Intentionally Infusing Cultural Humility to Support Social and Emotional Wellness of Marginalized Populations

▲ = HEALTH EQUITY

Rikkisha Gilmore-Byrd,
Dr.P.H., M.S., M.P.H.
Rasmussen University



Presence: Time and the Path of Wholeness

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Joel Bennett, Ph.D.
Organizational Wellness & Learning Systems (OWLS)



Reyna Gilmore-Gordon, M.D.
Child and Adolescent Psychiatrist

TRACKS:

▲ = HEALTH EQUITY ■ = WORKPLACE STRATEGIES ● = NEW PERSPECTIVES IN HEALTH PROMOTION



Do Workplace Health Promotion (Wellness) Programs Work? What Does the Latest Research Tell Us?

■ = WORKPLACE STRATEGIES

Ron Z. Goetzel, Ph.D.
Johns Hopkins Bloomberg School of Public Health



Building Effective Health Communication and Community Engagement Strategies to Address Vaccine Hesitancy in Racial and Ethnic Communities

▲ = HEALTH EQUITY

Sheree Keitt, Dr.P.H., M.P.H.
Community Catalyst



Calondra Tibbs, M.P.H.
Trifecta Advising, LLC



The Need for FUNDamental Skills Training for Effective, Equitable and Sustainable Health Promotion

▲ = HEALTH EQUITY

Dayna Gowan, M.P.H.
Improvly Speaking



Jesse Greenfield, M.P.H.



Nature for All: Increasing Access to Nature Among Diverse Populations

▲ = HEALTH EQUITY

Jay Maddock, Ph.D.
Texas A&M University



Jennifer D. Roberts, Dr.P.H., M.P.H.
University of Maryland



Leveraging EHR/HRIS Data to Inform Clinician Well-Being Programs

■ = WORKPLACE STRATEGIES

Xi (Sisi) Hu, Ph.D.
Harvard Law School



Aubrey Rhodes, Ph.D. Candidate
Atalan Tech



The Journey of National Native Networks: Past, Present and Future

▲ = HEALTH EQUITY

Heather Medicine Bear, M.P.H., Ph.D. Candidate
Inter-Tribal Council of Michigan



Chiharu Kato, Ph.D., M.A.
Michigan Public Health Institute



The Future of Workforce Well-Being Is Leadership

■ = WORKPLACE STRATEGIES

Marissa Kalkman, M.S.
Kern National Network for Flourishing in Medicine

TRACKS:

▲ = HEALTH EQUITY ■ = WORKPLACE STRATEGIES ● = NEW PERSPECTIVES IN HEALTH PROMOTION



Centering Men in Mental Health Promotion Efforts—From Program Planning to Implementation and Evaluation

▲ = HEALTH EQUITY

Susan Milstein, Ph.D., M.A.
Milstein Health Consulting



Diana Karczmarczyk, Ph.D., M.P.H.
George Mason University



Virtual Mindfulness-Based Training for a High-Stress, High-Burnout Workforce

■ = WORKPLACE STRATEGIES

Martha Shepherd, D.O., M.P.H.
Vanderbilt Health at MNPS



Bobby Russell, D.P.T.
Vanderbilt University Medical Center



Empowered Refusal: The New Science of How to Say No That Puts You in Charge of Your Life

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Vanessa Patrick, Ph.D.
Bauer College of Business, University of Houston



A Systems-Based Approach to Achieving Health Equity in Well-Being Programs

▲ = HEALTH EQUITY

Preethi Pratap, Ph.D.
University of Illinois at Chicago School of Public Health



Emily Stiehl, Ph.D.
University of Illinois at Chicago



Mastering Menopause: Creating a Cross-Cultural Inclusion Approach to Positively Impact Your Aging Workforce

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Lana M. Saal, Ed.D.
The VitHealthity Group



Bruce Sherman, M.D.
University of North Carolina at Greensboro



Integrating Mindfulness Into Your Workplace Culture

■ = WORKPLACE STRATEGIES

Richard Safer, M.D.
Johns Hopkins Medicine



Veteran-Specific Health Promotion

▲ = HEALTH EQUITY

Christi Sherrill, M.P.H.
Oklahoma State University Center for Rural Health

This is a partial listing of our faculty and program. Please visit www.HealthPromotionConference.org for the full program and updates.

TRACKS:

▲ = HEALTH EQUITY ■ = WORKPLACE STRATEGIES ● = NEW PERSPECTIVES IN HEALTH PROMOTION



Pap-a-Thon: Planning a Women's Health Event in Your Community

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Beth I. Sieloff, M.P.H.
Inter-Tribal Council of Michigan



Meeting the Needs of Many: Health Promotion and Health Equity in Ever-Changing Environments

▲ = HEALTH EQUITY

Tralonda Triplett, Ph.D., M.P.H.
Center for Policing Equity



Psychedelic-Assisted Therapies: Science, Application and Health Equity

● = NEW PERSPECTIVES IN HEALTH PROMOTION

Bob Swoap, Ph.D.
Warren Wilson College



From Addiction to Advocacy: Fostering a Supportive and Inclusive Workplace for Employees With Substance Use Disorder

▲ = HEALTH EQUITY

Isabelle Wettergren, M.A.

Panel Discussion

WELL Empowered: The Effectiveness of a Digital Health Application on Driving Engagement and Health Behavior Change for Members With Increased Cardiovascular Risk



Rachel Depperschmidt, M.P.H.
Church Health Center of Memphis INC



Robert Espinosa, M.B.A.
Well



Laura Hagopian, M.D.
Well



Ray Sawyer
Well

"I've been in this field for a long time and this conference was the reboot that I needed."

Gina Akin
Wellness Administrator Texas Department of Transportation

Two-Day Preconference Events

INTENSIVE TRAINING SEMINARS

Monday, April 8 & Tuesday, April 9 | 9:00 a.m.-5:00 p.m.

Separate registration is required.

**For complete session descriptions and to register online,
visit www.healthpromotionconference.org
and click on the Intensive Training Seminar.**



Evaluating and Communicating Best-in-Class Workplace Health and Well-Being Programs

David W. Ballard, Psy.D., M.B.A.

Founder and Principal, GhostNote Consulting



Ron Z. Goetzel, Ph.D.

Senior Scientist and Director of the Institute for Health and Productivity Studies (IHPS), Johns Hopkins Bloomberg School of Public Health

Krystal Sexton, Ph.D.

Global Health Analytics Manager, Shell



Well-Being Leader Essentials: Transform How You Think, Act and Lead

Marissa Kalkman, M.S.

Learning Consortium Manager, Kern National Network for Flourishing in Medicine

“The conference was fantastic. Surrounded by people who share the same passion as I do. Hearing about new ways of thinking, of stepping outside and looking from a farther perspective was so encouraging. The speakers were fabulous!!”

Lora Maloof-Miller
Wellness Program Manager



Multi-Level and Multi-Cultural Resilience— Train the Trainer for Health Promotion Leaders

Joel Bennett, Ph.D.

President, Organizational Wellness & Learning Systems (OWLS)

Kelley Russell-DuVarney, M.A.

Executive and Leadership Coach, Organizational Wellness
& Learning Systems (OWLS)



Applied Improvisation: Skills-Based Training for Health Promotion Leaders

Dayna Gowan, M.P.H.

Improviser, Facilitator of Fun, Improvly Speaking

Jesse Greenfield, M.P.H.

Health Promotion Facilitator



“What I liked most: the people! I’ve been to other conferences before, and I feel like I’ve truly found my crowd.”

Ali Powers
Wellness Coordinator, SugarCreek Packing Company

Receive \$50 off your total registration
when you register for the core conference
and an Intensive Training Seminar.
Use the code **ASHPCOMBO24** at checkout.

Conference Highlights

The Art & Science of Health Promotion Conference offers a range of events and activities to provide you with a fulfilling experience of learning, sharing and connecting beyond the exceptional educational sessions.

▶ Intensive Training Seminars

Choose from four different two-day preconference seminars for in-depth training.

Presented in person only. (Separate registration is required.)

▶ Making Connections

Connect with people who share your professional and personal interests. "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 including yoga, walking, Pilates, guided meditation, Zumba® and journaling. And new this year: Special Ecstatic Dance session.

▶ Meal Functions

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

▶ Poster Presentations

Learn about best practices and the latest research findings in health promotion directly from your peers.

▶ Exhibits

Drop in between educational sessions to visit displays from our outstanding vendors. See what's new from these top organizations that provide products, services and resources you are looking for to enhance your programs and plans.



Activity Sessions

Begin and end each day with an activity designed to energize and revitalize or provide quiet contemplation and ease. A range of activities is offered to bring opportunities to try something new or enjoy your usual wellness practice while at the conference.

▶ **Special Thursday Evening Activity: Ecstatic Dance!**

Bob Swoap, Ph.D.
Warren Wilson College

▶ **Mindful Journaling**

Ana Agud, M.P.H.

▶ **For Presence and for Connection**

Joel Bennett, Ph.D.

▶ **Guided Yoga for Your Joints and Mind**

Corinne (Coco) Bopp, M.Ed.

▶ **Cardio Dance**

Jessica Diallo, M.A., NBC-HWC

▶ **Fun and Energizing Pilates!**

Kimberly Mashburn, R.N.

▶ **Guided Mindfulness to Enhance Cultural Inclusion**

Rikkisha Gilmore-Byrd, M.P.H., Dr.P.H., M.S.
Reyna Gilmore-Gordon, M.D.

▶ **Play to Connect**

Dayna Gowan, M.P.H.
Jesse Greenfield

▶ **Yoga for Every Body**

Kim Holton, Ph.D., M.P.H.

▶ **Well-Being Walk**

Leslie Gay

▶ **Sensing Walk**

Lindsey Nanney, Ed.D., M.S.
Amy Olsen, M.A.

▶ **Zumba®**

Crystal Ruiz, M.A.

Conference Hotel

Hilton Beachfront Resort and Spa Hilton Head Island

We have negotiated very special rates for our conference attendees:
\$229 per night (plus tax and fees).

Book by March 18, 2024 to receive this special rate.



Conference Options	Registration Rate 12/1/23 through 2/26/24	Registration Rate after 2/26/24
Core Conference (three days)	\$895	\$995
Intensive Training Seminar (two-day program)	\$575	\$675
One-Day Core Conference	\$475	\$575

**Make your reservations online at www.HealthPromotionConference.org.
(Click on Hotel & Travel.)**

Cancellation fees apply. Visit www.ifebp.org/policies for more details.

Exhibitor Package

Exhibit Dates: April 10 & 11, 2024 Exhibitor Package: \$2,595

All exhibits are located in the conference programming area for **repetitive exposure and traffic** throughout the conference.

Early booking price: \$2,395

Book before February 23, 2024

- One six-foot skirted table and two chairs
- Listing on the conference mobile app
- Registrant list prior to the conference and postconference
- Two complimentary conference registrations for the three-day core conference (April 10-12, 2024). *Two-day preconference Intensive Training Seminar registration is available for an additional fee.*



Learn more and reserve your space. | www.HealthPromotionConference.org

Patti Weber | (248) 425-2737 | pweber@ifebp.org

Sponsorship

Serving as a sponsor is your opportunity to make your organization's brand stand out and be recognized.

- ▶ **GAIN VISIBILITY** with the most influential audience in health promotion and wellness.
- ▶ **REINFORCE YOUR ORGANIZATION** as an industry leader.
- ▶ **DEMONSTRATE YOUR SUPPORT** for advancements in health promotion.
- ▶ **BUILD BRAND AWARENESS** before, during and after the conference.

Sponsorship Packages

Platinum

Platinum sponsorship includes Gold package plus an exhibit.

Gold

Gold sponsorship includes Silver package plus opportunity to introduce sponsored speakers and inclusion in promotional emails.

Silver

Silver sponsorship includes on-site signage, recognition in a general session, complimentary registrations and more.



See full package details at www.healthpromotionconference.org.

Interested? Questions? Let us know!

Patti Weber | (248) 425-2737 | pweber@ifebp.org

Poster and Making Connections Proposals

Accepting proposals through March 15, 2024.

Posters

Present a Research or Case Study poster. Posters will be on display April 11 and 12. Meet attendees and share your work in a casual setting during presenter hours each day.

Making Connections Networking Sessions

Host a Making Connections session. These informal networking sessions 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.

Submit proposal online at HealthPromotionConference.org.
Click on Speaking Opportunities.

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Conference Theme

**The Essential Role of Health Promotion
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Exhibit and Sponsorship Packages Available

Check the website for details.

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 Advisers
- Health Policy Analysts
- Hospital and Clinic Managers
- Scientists

Register Online

www.HealthPromotionConference.org

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