

22ND ANNUAL
ART AND SCIENCE OF
HEALTH PROMOTION
CONFERENCE



April 11–15, 2012 ::

Manchester Grand Hyatt ::

San Diego, California ::

Call For Conference Proposals

*Making Healthy Choices the Easiest Choices:
Increasing Awareness, Enhancing Motivation,
Building Skills, and Creating Supportive Environments*

CORE CONFERENCE: April 11–13, 2012

INTENSIVE TRAINING SEMINARS: April 14–15, 2012



Three decades ago, we thought that education was enough. We thought all we had to do was help people understand the health risks of tobacco, junk food, alcohol and drugs, and the health benefits of exercise, nutritious foods, stress management, and proactive medical self-care. We thought people would use this knowledge to transform their lives. Three decades of research and practical experience have shown us that education is not enough, in fact, it may not be very important at all.

We now understand that it is much more important to figure out how to motivate people to want to practice a healthy lifestyle, to provide tailored skill building programs that convey the technical skills required to perform new behaviors and the problem solving skills required to build new habits, overcome obstacles and work through the set-backs that always occur, and to create physical and cultural environments at home, at work and in the community that make healthy choices the easiest choices.

Our goals for this conference are three fold: First, to provide a forum for engaging discussions among practitioners, scientists, clinicians and business managers on the most effective health promotion strategies. Second, to provide reports from top scientists and practitioners on what we know about of strategies to enhance motivation, build skills, and create environments that make the healthy choices the easiest choices. Third, to begin to articulate the optimal mix of research and practice necessary to develop the most effective strategies.

We welcome proposals from scientists, practitioners, policy experts, and business leaders on how to enhance motivation, how to convey skills and how to create supportive environments. We are especially interested in strategies that have been documented through rigorous testing, systematic reviews of the literature and meta analyses, however we are also open to emerging models that have shown promising results in practice settings.

Michael P. O'Donnell, PhD, MPH, MBA

Program Chair, Art and Science of Health Promotion Conference

Editor-in-Chief, American Journal of Health Promotion



Breakout Sessions:

PROPOSALS DUE ON or BEFORE JULY 1, 2011

(Presented April 11 - 13, 2012)

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.

Submission Requirements:

1. One page document to include:
 - Session Title
 - A 150-word narrative abstract
 - An outline illustrating the format of the session
 - Three learning objectives stated in measurable behavioral terms
2. A one-paragraph biography which includes the presenter's name, title, education and certification credentials, current organization, address, phone number and e-mail address.
3. A full CV, including education and certification credentials, work experience and a list of presentations made in the past five years

Breakout session presenters receive one complimentary conference registration, and an allowance for travel and lodging for one presenter. We discourage co-presenters for breakout sessions. All co-presenters will be responsible for paying the conference registration fee and will be responsible for their own travel and lodging expenses. All breakout presenters will be recognized on their nametags and in the conference promotion material as conference faculty.

Proposal Due Dates

BREAKOUT SESSIONS

July 1, 2011

ART & SCIENCE PRESENTATIONS

October 14, 2011

- Research Presentations
- Program Descriptions
- Panel Discussions

PEER PRESENTATIONS

September 15, 2011 – March 9, 2012

Accepted on a rolling basis

- Poster Presentations
- Activity Sessions
- Making Connections

SUBMIT ALL PROPOSALS TO

proposals2012@HealthPromotionConference.org

For updates and registration, see the Conference website
www.HealthPromotionConference.org

Art & Science Presentations:

PROPOSALS DUE ON or BEFORE OCTOBER 14, 2011

(Presented April 11 - 13, 2012)

:: Panel Discussions

One-hour panel discussions will be scheduled throughout the conference. 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.

:: 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.

Abstract Requirements:

The 150-word narrative abstract must be submitted under the following four subheadings:

- Organization (or community)
- Program components
- Program history
- Program impact

Proposals should also 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.

Abstract Requirements:

The 150-word narrative abstract must be submitted under the following six subheadings:

- Statement of the problem
- Study design, sample size and composition
- Measures utilized
- Analysis methods
- Results
- Conclusion

Also include a brief statement about what makes the research special and copies of abstracts (or internet links) of published articles relative to the research should be included in the proposal.

Submission Requirements continued next page —

Panel Discussion, Program Description or Research Report

Submission Requirements:

- One page document to include:
 - Session Title
 - A 150-word narrative abstract (see specific format requirements for Program Descriptions and Research Reports on previous page)
 - An outline illustrating the format of the session
 - Three learning objectives stated in measurable behavioral terms
- A one-paragraph biography which include each presenter's name, title, education and certification credentials, current organization, address, phone number and email address.
- A full CV for each presenter, including education and certification credentials, work experience and a list of presentations made in the past five years. Research presenters should also include their research experience.

Program Description and Research Presenters will receive one complimentary conference registration and will be responsible for all of their own travel and lodging expenses. We discourage co-presenters for program descriptions and research reports. All co-presenters for Program Descriptions and Research Presentations will be responsible for paying the conference registration fee and for their own travel and lodging expenses.

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 Art & Science presenters will be recognized on their nametags and in the conference promotion material as conference faculty.

Case Study Abstracts must be organized in four separate paragraphs with the sub-headings and contents below.

- Description of the organization (or community): Describe the organization or community in which your program is based.*
- Summary of the primary program: Describe the core elements of the program you offered.*
- Explanation of the evaluation plan: What outcomes or processes have you (and will you) evaluate and how have you (will you) evaluate them?*
- 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 conference registration fee before the start of the conference and for their own travel and lodging expenses. Poster presenters will be recognized on their nametags and in the onsite conference program as conference faculty.

:: Activity Sessions

(Presented April 11 - 13, 2012)

Forty-five minute sessions, scheduled each morning and afternoon of the conference, will include aerobics, water exercise, dance, walking or jogging groups, yoga, meditation, or any other safe, effective activity.

Submission Requirements:

- A 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, which includes the presenter's name, title, education and certification credentials, current organization, address, phone number and e-mail address.

Activity session leaders will be responsible for paying the conference registration fee before the start of the conference and for their own travel and lodging expenses. They may also be responsible for providing their own equipment, mats, etc. Activity session leaders will be recognized on their nametags and in the onsite conference program as conference faculty.

Peer Presentations:

**PROPOSALS DUE SEPTEMBER 15, 2011
through MARCH 9, 2012** *(will be accepted on a rolling basis)*

:: Poster Presentations

(Presented April 12 - 13, 2012)

Submission Requirements:

- Specify if the presentation describes a research or a case study poster
- A 200-word abstract with a title (See details below)
- One-page summary of the presenter's education and work experience, which includes the presenter's name, title, education and certification credentials, current organization, address, phone number and e-mail address.

Research Abstracts must be organized in eight separate paragraphs with the sub-headings and contents as listed below:

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

:: Making Connections

(Presented April 11 - 13, 2012)

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 to talk about hospital health promotion programs, going for a run, a discussion group on legislative advocacy, going out for Italian food, 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.

Submission Requirements:

- Name and title of the individual suggesting the Connection
- Three- to ten-word description of the Connection (i.e. the discussion topic, meal, or activity proposed)
- 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 nametags as conference faculty.

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CONFERENCE COLLABORATORS



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*Making Healthy Choices the
Easiest Choices:*

*Increasing Awareness, Enhancing Motivation,
Building Skills, and Creating Supportive Environments*

We developed this conference in conjunction with the organizations above. We encourage you to learn more about them by visiting their websites.

AMERICAN JOURNAL *of* Health Promotion

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