



Call for Abstracts

Thank you for your interest in participating in the 76th Annual Meeting of the Illinois Public Health Association. This year, we invite presenters to speak to the role of public health in addressing current challenges and opportunities in four focus areas: Behavioral Health; Health Equity; Communications and Health Advocacy; and Partnerships and Collaboration.

Participating as a presenter provides an opportunity to:

- ✓ Network with your peers and advance your professional reputation.
- ✓ Promote your project and experience to an engaged audience.
- ✓ Contribute to the industry knowledge base.

ALL Abstracts MUST be submitted online at www.ipha.com Applicants will be notified regarding their acceptance by May 31, 2017.

Deadline to submit an abstract is May 1, 2017 at 5:00pm!

Note: a separate Call for Poster Presentations will be open soon.

Below are the required components that you will be asked to provide when you begin your online abstract submission.

1. Select which type of session you are submitting an abstract for:

- a) **Pre-Conference Workshop (150 minutes):** On Tuesday, September 19 there will be in-depth educational trainings. These can be single speaker or panel presentations. Each workshop must be relevant to one of the conference tracks. Abstracts must be able to demonstrate enough content to fill the 150 minute time slot.
- b) **Concurrent Session (75 minutes):** On Wednesday, September 20, and Thursday, September 21, there will be concurrent sessions running simultaneously for each track. Each workshop must be relevant to one of the conference tracks. Some tracks may choose to repeat sessions. These can be single speaker or small panel presentations.

- c) **Skills-Building Workshop (60 minutes):** New this year, the conference will offer skills-building workshops. These workshops are intended to provide hands-on learning, interactive demonstrations, and/or improvement of skills for workforce development. Examples include leadership skills, billing and coding, grant writing, etc. It is preferred that the presentation be given by way of only one or two speakers.

2. Select which Track your presentation best applies to:

T1: Behavioral Health: Workshop presentations will focus on relevant and emerging topics in the behavioral health field. Examples may include topics such as community awareness and support of behavioral health, mental illness and substance abuse prevention, stigma, resilience, understanding addiction and identifying solutions, exploring effective partnerships and the role of public health.

T2: Health Equity: Presentations will focus on a variety of community-based programs, collaborations and initiatives aimed at addressing the root causes of health and illness – social, economic and environmental factors. Examples are sessions that highlight best practices and research, educational models, innovative approaches, and social determinants of health to enhance effectively reaching underserved populations and promote reduction of health disparities.

T3: Communications and Health Advocacy: Sessions will provide discussion on emerging trends and best practices related to health communication tools and technologies, beyond crisis communication, and focusing on health promotion and advocacy efforts. Examples may include creating a better understanding of public health, marketing the return on investment of public health via the use of storytelling, and social marketing campaigns targeted at changing perceptions, behaviors or policies about health.

T4: Partnerships and Collaboration: Presentations in this track will demonstrate activities, strategies and proven practices to assist in building strong partnerships, engaging communities and acknowledging collective impact. Examples include case studies on collaborations to promote capacity building, policy change or program design to address a public health issue and discussions exploring the development and outcomes of partnerships with community based organizations and nontraditional partners.

3. Title of Presentation

4. Narrative description of presentation content

5. Brief description of presentation for publication material (3-5 sentences)

6. List 2-3 Learning Objectives

7. List Session Presenter(s) and contact information