***Theme: Public Health 3.0: Becoming a Health Strategist***

***October 9-11, 2018***

**DoubleTree Bay City Riverfront  
Bay City, Michigan**

**Call for Presentations/Posters**

***Submission Date: Friday, ~~March 23, 2018~~ April 13, 2018***

You are invited to submit proposals for concurrent and/or poster sessions to be presented at Michigan’s 2018 Premier Public Health Conference October 9th-11th at the DoubleTree Bay City Riverfront in Bay City, Michigan.

The purpose of this conference is to bring together Michigan’s public health professionals to recognize the contributions of public health in Michigan communities, celebrate public health’s achievements during the past year, and disseminate best practices in working with our community partners to improve the health of Michigan’s citizens into the future.

***Attention: We are looking for topics related to becoming a health strategist or Public 3.0 initiatives.*** *Public Health 3.0 recognizes that we need to focus on the social determinants of health in order to create lasting improvements for the health of everyone in America. Public health is what we do together as a society to ensure the conditions in which everyone can be healthy. We often think of the health care industry when we think of health, but building healthy communities requires strategic collaboration across all sectors. When we build a complete infrastructure of healthy communities, we can begin to close the gaps in health due to race or ethnicity, gender identity or sexual orientation, zip code or income.*

*For Public Health 3.0 to succeed, local and state public health leaders must step up to serve as Chief Health Strategists for their communities, mobilizing community action to strengthen infrastructure and form strategic partnerships across sectors and jurisdictions. These partnerships are necessary to develop and share sustainable resources and to leverage data for action that can address the most urgent community health needs.*

*Public Health 3.0 exemplifies the transformative success stories that many pioneering communities across the country have already accomplished. The challenge now is to institutionalize these efforts and replicate these triumphs across all communities for all people. ~ Karen DeSalvo, MD, MPH, MSc*

***In addition, we are seeking presentations on environmental health (air, water, food), and health in all policies.***

The abstract review team will evaluate proposals that address at least one of this year’s conference outcomes:

1. Define “strategic leadership” and how it shapes public health practice locally and nationally.
2. Describe evidence-based approaches to engage communities in strategic health planning.
3. Explore legal and ethical principles that provide a foundation for strategic health leadership.
4. Advocate with private and public partners for services and policies necessary to achieve improved population health.
5. Lead local implementation of interprofessional strategic approaches to achieve population health goals.

**Overarching conference outcome:**

Public health professionals will provide strategic leadership to implement activities and programs that improve population health within their communities.

The conference committee is interested in proposals for oral presentations, facilitated discussion sessions, and poster presentations. Based on the evaluation of proposals by the committee, some presenters may be asked to be part of a panel to allow for multiple presentations on a similar theme.

The time allowed for oral presentations and facilitated roundtable or panel discussions will be 60 minutes. In the interest of time, oral presentations or roundtable discussion proposals must limit the number of speakers during the 60-minute session to **no more than three (3) individuals**. Proposals submitted for oral presentation must include the name of the primary author or presenter and the name of the co-authors or co-presenters. Proposals for a facilitated roundtable or panel discussion must include the name of the facilitator or moderator and the names of individuals on the roundtable or panel. Please note that no additional co-presenters may be added after the proposal is accepted.

If the subject matter you would like to propose must have more than 60 minutes or more than three (3) presenters to effectively convey information to the audience, please contact Meghan Swain at 517.485.0660 or [mswain@malph.org](mailto:mswain@malph.org) to discuss more in depth.

The conference planning committee will review all submissions, and presenters will be notified regarding the status of their submission by Friday, May 25, 2018.

**Instructions:** This is a Microsoft Word file. Please complete, resave and email the form and abstract, either as a Word or PDF file, as an attachment to Jodie Shaver at jshaver@malph.org. Students are encouraged to submit abstracts in collaboration with supervising faculty. Student submissions are required to have faculty approval prior to submission.

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***Submission Date: Friday, ~~March 23, 2018~~ April 13, 2018***

**Lead Presenter:**

**Name: Title: Organization:**

**Phone: E-mail:**

**Student Submission *(please complete section below)***

**Faculty Name: Phone: E-mail:**

\_\_\_ I certify that my abstract has been approved by my faculty sponsor, and I have been given permission to present at the 2018 Michigan Premier Public Health Conference.

**Preferred date of presentation:** \_\_\_Wednesday, 10/10/18 \_\_\_Thursday, 10/11/18

**Which format best fits your presentation?**

\_\_\_ Oral presentation with Q&A included

\_\_\_Roundtable/Facilitated Discussion

\_\_\_Poster Display

***\_\_\_Pre-Conference Session (Please call Meghan Swain at 517.485.0660 to discuss your needs.)***

**2018 Conference Objectives:**

Please identify which conference objective(s) your presentation addresses with a check mark.

\_\_\_ Define “strategic leadership” and how it shapes public health practice locally and nationally.

\_\_\_ Describe evidence-based approaches to engage communities in strategic health planning.

\_\_\_ Explore legal and ethical principles that provide a foundation for strategic health leadership.

\_\_\_ Advocate with private and public partners for services and policies necessary to achieve improved population health.

\_\_\_ Lead local implementation of interprofessional strategic approaches to achieve population health goals.

**Presentation Information:**

**Proposed Presentation Title** *(Will be used for conference registration materials.*)

**Presenters** *(List all presenters below. A Speaker Bio Data Form will need to be completed for each presenter upon acceptance.)* ***Remember:******Only three (3) presenters total****, including the lead, will be accepted. Making changes to presenters, after a proposal has been accepted, will need approval from the planning committee.*

**Lead Presenter Name:**  Email

Co-Presenter #1: Email

Co-Presenter #2: Email

**Presentation Abstract** *(Limit to 250 words or less) Attached only graphs or additional material on a separate sheet and email with request.*

**Presentation Objectives** *(Objectives must be measurable). Please refrain from starting the objective with to understand, provide, know, etc.*

1.

2.

**Brief Presentation Description** (***Must limit to 75 words****, will be used for conference registration materials.)*

**Audience Interaction** *(Please identify how your presentation will ensure interaction with the audience.)*

**Knowledge, Competence and/or Performance** *(Please describe how your presentation will enhance the knowledge, competence and/or performance of the target audience. Limit to two pages.)*

Please complete and email this form along with any additional documents

by ***Friday, March 23, 2018***

Jodie Shaver at jshaver@malph.org

MPPHC Planning Committee

Phone: 517-485-0660