



Sponsorship Request for 2016 Hawaii Public Health Conference

Aloha,

Thank you for considering this funding request in support of HPHA and the important work we do in the community by sponsoring our **2016 Hawaii Public Health Conference, themed "Health is Everyone's Kuleana: Building Momentum through Community Action."**

HPHA is planning a three-day Public Health Conference on October 12-14, 2016. The attached proposal outlines our plans for the conference and its impact on the public health community.

HPHA's most recent Public Health Conference was held in October 2015 at the Hawaii Convention Center. Featured speakers and panelists included dignitaries and high level government officials such as Mayor Bernard Carvalho, Dr. Virginia Pressler of Dept. of Health, Dr. Rachael Wong of Dept. of Human Services, Dr. Alike Maunakea of the John A. Burns Medical School, and Scott Morishige, the Governor's Coordinator on Homelessness. We were also fortunate to have the American Public Health Association President-elect, Dr. Camara Jones, as our Keynote Speaker.

This year's conference is expected to be even bigger and better with a new three-day format, plenary speakers to include Thomas Quade, American Public Health Association President-elect, Dr. Georges Benjamin, APHA Executive Director, concurrent sessions, and exciting cutting edge public health topics addressed in an interactive, education building format to engage and inspire the attendees. Information on the conference can be found at www.hphconference.org.

If you have any questions or need additional information, please contact Holly Kessler, HPHA Executive Director, by email holly@hawaiipublichealth.org or phone 503-908-4742.

With Aloha,

A handwritten signature in dark ink that reads "Holly Kessler".

Executive Director
Hawaii Public Health Association



Sponsorship Request **2016 Hawaii Public Health Conference**

Organization Summary

The Hawai'i Public Health Association was founded in 1945. We are the Hawai'i affiliate of the American Public Health Association (APHA). Our mission is to promote public health in Hawai'i through leadership, collaboration, education and advocacy. We strive to link Hawai'i and Pacific Island communities with the belief that health is achieved through the prevention of disease and the promotion of well-being with optimal physical, psychological, economic, and social environments and the strong interrelationship between health and the quality of life.

We are especially concerned with the significant health disparities that exist among Native Hawaiians and other Pacific Islanders. Since 2002, HPHA has demonstrated strong leadership by hosting a Public Health Conference, a regional conference dedicated to health issues in Hawai'i and other Pacific Island countries and territories, and particularly the U.S. associated Pacific Islands. This effort has raised HPHA's visibility among many national and regional partners, and has provided HPHA with some added revenue from these conferences. HPHA currently serves as the primary voice of public health professionals in Hawai'i and has over 630 members in Hawai'i and the Pacific as well as the continental US.

The 2016 Hawaii Public Health Conference (HPHC) is being developed as a three-day conference that will bring together over 500 public health organizations and individuals from across Hawai'i and the region. The conference theme is **"Health is Everyone's Kuleana: Building Momentum through Community Action."**

Organization and planning of the conference is a collaborative effort of HPHA, with support from many public health and community organizations including the State of Hawai'i Department of Health, Hawai'i Pacific University, and the University of Hawai'i.

Project Goals & Objectives/Statement of Need

The Hawaii Public Health Conference brings together a diverse mix of healthcare practitioners, academics, students and policymakers in public health, medicine, social work, nursing, and other related health professions from Hawai'i and the region to share research, discuss current issues, develop strategies for the future, and increase avenues of communication on emerging public health issues across this widespread geographic and multicultural region. The last conference was held in Hawai'i in 2015 (see attached 2015 HPHC program).

Need for the project. It is crucial that Hawai'i have a well-trained and responsive public health workforce, and the HPHC is the sole event of its kind in the Hawai'i. Previous conferences in 2002, 2005, 2007, 2012 and 2015 were attended by over 500 participants. The participants are provided diverse and dynamic learning opportunities, as well as valuable time for networking to form partnerships, collaborate and share information.

Project goals - The goals of the HPHC are to:

- Increase the knowledge and skills of public health practitioners working in and serving Hawai'i.



- Increase participants' knowledge and utilization of evidence-based public health programs that are culturally relevant and resource appropriate for Pacific Island populations and environments.
- Increase knowledge about the forces of globalization and how this phenomenon impacts the health of people living in Hawai'i and the region.
- Increase information exchange through both structured dialogue sessions and informal networking opportunities for participants.
- Increase awareness of training programs and opportunities for public health workforce development on Oahu.

Objectives: Community and individual health are multi-dimensional. The existence of dramatic inequities is now well-documented among communities of ethnicity and color as is the association of health with poverty and socio-economic status. These Social Determinants of Health, including social justice and the right to health, as drivers of health equity, need to be explored. A deeper understanding of the principles of social justice and right to health as a function for community health are an example of the topics covered in past conferences'. The objectives of the 2016 HPHC are to explore, understand and address these Social Determinants of Health, specifically to: (1) Provide accessible and affordable education and training professionals and students both inside and outside of the traditional public health realm, (2) Engage partners, stakeholders, community members, and students with public health professionals in collaborative, inter professional dialogue regarding key and current Hawaii health issues such as disparities, infectious disease prevention/control, the built environment, and determinants of health, (3) Identify priorities, strategies, and best practices for public health initiatives and efforts

Benefits for Communities At Risk: Hawai'i residents benefit from clean air and water, an agreeable climate, and a longer life expectancy than residents of any other state in the union. Despite this enviable status and environmental advantages, health indicators for low income, uneducated and underserved populations continue to linger far below the middle and upper class, as the economic recession has exacerbated their ability to afford increasingly costly health care, and for the government to provide much needed services.

At the forefront of the challenge to improve the health status of residents is the ethnic and cultural diversity of the islands. The indigenous Native Hawaiians have some of the highest risk factors and poorest health outcomes of any other ethnic group. They face significant disparities in areas such as lifespan, diabetes, cardiovascular disease, and mental health. For example, 11.4% of Native Hawaiians have diabetes mellitus, compared to 9.1% of Japanese and 4.7% of whites. In 2013, 39% of Native Hawaiians were obese, and 33.6% were overweight, compared to 14.4% of Japanese and 20.9% of whites being obese, and 33.4% of Japanese and 34.7% of whites being overweight.

Additionally, immigrants from Southeast Asia and the Pacific Islands continue to flow into the state from impoverished countries that have inadequate medical services and little or no concept of preventative care. The large influx in recent years of Micronesians alone has created a strain on local health systems and dissension among decision makers as to how to manage the increasing expense of their healthcare.

The HPHC will address public health issues of concern in the State and the region. In Hawai'i alone over 1.2 million people reside, and over 7 million visit or immigrate annually. Many current and previous efforts to address these disparities have focused on individual lifestyle change and genetic vulnerabilities. However, the determinants of health are far more complex and wide ranging than



personal choice and genetics. For many underserved populations in Hawai'i, poverty, limited educational, employment, and housing opportunities, a degraded environment and discrimination sharply delineate the opportunities for exercising healthy choices. This conference will address health inequities within the framework of social determinants, and also the challenges and opportunities of utilizing new communication technologies in the public health arena.

Public Health Education. The HPHC is the premier event in the region that will bring together diverse individuals, groups, sectors and organizations to increase their knowledge, skills as well as to share experiences. Education and information on the latest research and evidence based methods in the field of public health will be provided to participants.

Conference tracks will include:

- **Education & Workforce Development**

Address the promotion and delivery of collaborative education and training programs among local and state public health agencies and academic institutions. Of particular interest are abstracts focusing on enhancing the quality of inter-professional education, especially for underserved populations and areas.

- **Determinants of Health**

Address the relationship between determinants and health. This covers various types of determinants including, but not limited to, geographical, social, socioeconomic, behavioral, educational, biological, and other determinants.

- **Built Environment**

Address the influence of the built environment (where we live, work, and play) to promote health. This track invites collaboration between multiple disciplines, such as urban planning, transportation, business, disaster preparedness, and public health policy, in developing guidelines and projects for healthier community design.

- **Health Communication & Education**

Address the use of effective health communication and education including new ideas about the use of the internet and new communication technologies (e.g., social media, blogging, infographics, mobile apps) in addition to the effective use of long-standing health communication and education methods (e.g., learning management systems). This track invites submissions that contribute toward promising practices, translation, and dissemination of health communications and education by presenting lessons learned, scalable model programs, or improving the processes by which health communications and education programs are managed.

- **Policy & Advocacy**

Focus on current policy and advocacy efforts addressing the key health issues facing Hawaii and the Pacific region today. Address key issues including policy adoption, implementation, enforcement, and evaluation at the legislative, organizational, and community levels.

- **Emerging Public Health Issues**

Late-breaking and emerging public health issues: Terrorism/war and public health, Zika virus, Dengue virus, etc.



- **Mixed Plate***

Creative approaches to addressing public health issues in Hawaii and in the Pacific (i.e., drama education, film, public service announcements, poetry, photography, etc.)

The Target Population. In addition to healthcare practitioners, academics, students and policymakers in public health, medicine, social work, nursing, and other related health professions, the conference will target professionals in other sectors not usually associated with health. These include such sectors as education, agriculture, climate change, transportation, community/urban development, banking/business, housing, public safety/prison systems, and government. CME and CEU credits will be available for participants.

Expected outcomes:

The HPHA Board and Conference Planning Committee will write a comprehensive post-conference evaluation report and will submit the evaluation to the Hawai'i Department of Health, Hawai'i State Legislature, as well as other program co-sponsors and it will be posted on the HPHA website www.hawaiipublichealth.org. Formative evaluation will be an ongoing process from November 2015 to September 2016, and will examine the conference planning and implementation process. Summative evaluation will examine whether the goal and objectives were met and will quantify participation through the accounting of registrants, presentations and abstracts, and geographic distribution of participants over the region. Total CE credits will be presented. Key knowledge sharing areas, professional networking, and state-wide strategies to address current and future public health issues will be summarized and analyzed. The summative evaluation will: (1) identify conference planning, implementation, and evaluation processes that produced measurable outcomes, and (2) examine the effectiveness of how the theme of the conference determined the mix of conference participants, knowledge generated, and actions taken.

Experience and Capability of Organization

The Hawai'i Public Health Association Board of Directors and members have over a decade of experience in holding past successful, large conferences in Hawai'i. The 2015 Hawaii Public Health Conference is an example of such current expertise. In addition, the HPHC plans to collaborate with various organizations, to include (but not limited to):

- Hawaii Pacific University-Department of Public Health
- University of Hawai'i -Office of Public Health Studies
- Hawai'i State Department of Health
- University of Hawai'i -John A. Burns School of Medicine
- University of Hawai'i Cancer Center
- Hawaii Public Health Institute
- Hawai'i Primary Care Association (HPCA)
- Pacific Islands Health Officers Association (PIHOA)
- Pacific Islands Primary Care Association (PiPCA)
- PATH (a bicycle and pedestrian advocacy organization)
- Hawai'i Medical Reserve Corps
- Coalition for a Tobacco Free Hawai'i
- Hawai'i Initiative for Childhood Obesity Research and Education (HICORE)



Funding request

HPHA is requesting support for sponsorship of the 2016 HPHC to be held on October 12-14, 2016 at the University of Hawaii's Cancer Center and Hawaii Pacific University's Aloha Tower Marketplace. Please refer to attached conference sponsorship levels.

Your organization will benefit from sponsorship of the 2016 HPHC because co-sponsorship with HPHA and its other partners on the HPHC will enable you to partner with the broader public health community in a very visible and highly effective manner and while developing new partnerships and stakeholder groups for future endeavors.

I welcome the opportunity to discuss the various levels of sponsorship opportunities with you further or to discuss other areas of involvement for organization.

Respectfully submitted,

Holly Kessler, Executive Director
Hawaii Public Health Association



2016 Hawaii Public Health Conference
“Health is Everyone’s Kuleana:
Building Momentum through Community Action”
Sponsorship Opportunities

Keynote Conference Sponsor	\$10,000
<ul style="list-style-type: none">• Announcement of support at opening session and keynote address• Acknowledgement with logo on conference program back cover• Optional full page ad in the conference program• Optional information/vendor table with premium location placement• Ten (10) conference admissions	
Panel/Multiple Speakers Session Sponsor	\$5,000
<ul style="list-style-type: none">• Announcement of support at panel discussion• Acknowledgement with logo on conference program back• Optional half page ad in the conference program• Optional information/vendor table with preferred location placement• Five (5) conference admissions	
Single Presenter Session Sponsor	\$2,500
<ul style="list-style-type: none">• Announcement of support at the session• Acknowledgement in the listing of sponsors• Optional quarter page ad in the conference program• Optional information/vendor table with preferred location placement• Three (3) conference admissions	
Poster Session Sponsor	\$1,000
<ul style="list-style-type: none">• Acknowledgment in the conference program• Optional information/vendor table• Two (2) conference admissions	
Pacific Rim Scholarship Sponsor	\$750
<ul style="list-style-type: none">• Acknowledgment in the conference program• Optional information/vendor table• One (1) conference admission	
Social /Special Activity Sponsor	\$500
<ul style="list-style-type: none">• Acknowledgment in the conference program• Optional information/vendor table	

Portions of sponsorships can be in the form of in-kind donations. We can work with sponsors to tailor packages to fit their needs (and budget).



History of the Hawaii Public Health Association

Organization background. Founded in 1945, The Hawai'i Public Health Association (HPHA) is an association of over 630 public health professionals and organizations with the mission to promote public health in Hawai'i through leadership, collaboration, education and advocacy in Hawaii. HPHA serves as a voice for public health professionals and as a repository for information about public health in Hawai'i and the Pacific, and has a well-established track record of organizing large conferences addressing public key public health issues for Hawai'i and the Pacific Region.

Mission Statement.

Our mission is to promote public health in Hawai'i through leadership, collaboration, education and advocacy.

Vision.

Our vision is health equity in Hawai'i and the Pacific and a strong public health workforce able to effectively respond to health challenges.

HPHA strives to promote health equity and overall well-being by:

- providing leadership and education on cross-cutting public health issues
- promoting advocacy and supporting coalitions for healthy communities, populations and environments
- fostering networks and training opportunities for public health professionals

Values.

- HPHA believes that health is a basic human right, and consequently seeks to be a voice for social justice.
- HPHA recognizes the value of diversity and that specific problems and solutions arise for poor, rural and indigenous populations.
- HPHA believes that decisions based on evidence-based principles form the core of public health practice.
- HPHA is determined to be autonomous, independent and transparent.