

35th Annual
**ART &
SCIENCE**

of Health Promotion Conference

March 31-April 4, 2025

DoubleTree Resort by Hilton Hotel Paradise Valley
Scottsdale, Arizona

For 35 Years...

we've showcased evidence-based concepts and strategies, combined with practical applications, all presented by a distinguished faculty of practitioners, scientists, and educators.

Session Topics Include:

- Workplace well-being
- Community health
- Connection and belonging
- Health communications
- Culture change



Presented by:



In partnership with:



35th Annual **ART & SCIENCE** of Health Promotion Conference



Please make plans to join me for the **35th Annual Art & Science of Health Promotion Conference** in Scottsdale, Arizona. As the 2025 conference chair, I've worked closely with the planning team to curate sessions, speakers, and activities that will provide updates on the latest science in health promotion along with fresh perspectives, practical knowledge, and meaningful networking opportunities.

This year's theme is "Cultivating Connection: Belonging and the Bottom Line."

A portion of the conference program will be dedicated to addressing isolation and loneliness and increasing meaningful social connections. Other topics include the latest thinking about mental health, program evaluation, fostering a culture of health and well-being, mindfulness, and the use of artificial intelligence in health promotion. Our esteemed faculty will explore innovative approaches for optimizing well-being across a variety of settings and populations, including individuals, patients, employees, tribal and indigenous communities, and others.

Whether you're looking to deepen your expertise, reconnect with colleagues, or explore new trends, the 2025 conference has something for you.

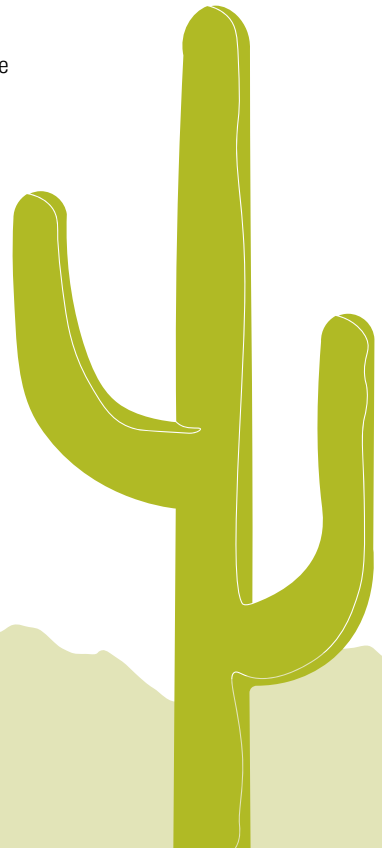
I look forward to seeing you there!

Jessica Grossmeier, Ph.D., M.P.H.

Conference Chair, Art & Science of Health Promotion Conference
CEO, Jessica Grossmeier Consulting

"The content was great. I also enjoyed how friendly the other participants were and I was easily able to make friends with those I just met."

Stephanie Jones, M.P.H., RD, LD, CHES
Well-Being Clinician



Conference Theme

Cultivating Connection: Belonging and the Bottom Line

Benefits of Attending

Access to Industry Experts—Learn from industry leaders in a safe, supportive environment designed for growth and collaboration.

Reconnect to Your Passion and Purpose—Connect with peers who are equally dedicated to advancing health, allowing you to express your mission and strengthen your commitment to the community.

Solve Problems, Make Change—Bring back innovative models, research, and strategies to help those you serve lead healthier, happier, and more successful lives.

Experience the Rigor—Benefit from case studies, proven frameworks, and evidence-based approaches that enhance your ability to make a meaningful impact.

Find Your People—Discover and engage with a network that understands your unique challenges and supports your ongoing success through Wellness Alliance tools and resources.

Who Attends:

Health promotion, wellness, and public health professionals including:

- Practitioners
- Educators
- Program Managers
- Scientists
- Consultants

Serving:

- Employees
- Students
- Patients
- Aging populations
- Tribal and Indigenous communities
- Military service members
- Faith-based communities
- Families

“This was one of the best conferences I have been to. The sessions were so valuable and really talked about real issues.”

Ambrian D. Longshaw, B.S.N., R.N.



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, March 31

9:00 a.m.-5:00 p.m. ... Intensive Training Seminars
(lunch break included)

Tuesday, April 1

9:00 a.m.-5:00 p.m. ... Intensive Training Seminars
(lunch break included)

Wednesday, April 2

7:00-8:00 a.m. Activity Sessions
8:00 a.m.-5:00 p.m. Exhibits Open
8:30-10:15 a.m. Keynote Address
10:45-11:50 a.m. Concurrent Sessions
11:50 a.m.-1:45 p.m. Lunch Break
in Exhibit Hall
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
in Exhibit Hall

Thursday, April 3

7:00-8:00 a.m. Activity Sessions
8:00 a.m.-5:00 p.m. Exhibits
Posters on Display
8:30-10:15 a.m. Keynote Address
10:45-11:50 a.m. Concurrent Sessions
11:50 a.m.-1:45 p.m. Lunch Break
in Exhibit Hall
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

Friday, April 4

7:00-8:00 a.m. Activity Sessions
8:00 a.m.-12:00 noon Posters on Display
8:30-10:15 a.m. Keynote Address
10:45-11:50 a.m. Concurrent Sessions
12:05-1:20 p.m. Concurrent Sessions

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.

Registration Includes:

- Beverage break each morning
- Lunch on Wednesday and Thursday (as well as Monday and Tuesday for attendees of the Intensive Training Seminars)
- Welcome Reception.

Keynote Presentations

Wednesday, April 2



Ignite Connection: Building Stronger Communities With Campfire Experiences

Charles Vogl, M.Div., Author, Speaker, and Adviser, The Vogl Group

Join Charles Vogl, adviser, speaker, and author of three books, as he delves into the essence of community and tackles the pressing issue of loneliness in the U.S. Through engaging discussions and practical insights from his books, Vogl will reveal the transformative power of campfire experiences. Learn how to identify and create meaningful campfire experiences that foster deep, authentic connections among individuals, for in-person and virtual environments. Perfect for health promotion leaders and anyone passionate about enhancing relationships and combating loneliness in their profession, organization, city, or family.

Thursday, April 3



The Future of Us: Generational Perspectives on Hope, Purpose, and Belonging

Victor Strecher, Ph.D., M.P.H., Professor, University of Michigan, School of Public Health, Founder and CEO, Kumanu, Inc.

In today's rapidly evolving world, fostering hope, purpose, and belonging is essential for enhancing well-being in both community and workplace settings. This keynote examines these three fundamental drivers impacting individual and collective well-being, with a focus on actionable insights for health promotion professionals. Leveraging multigenerational data—with a particular emphasis on Gen Z—we'll explore how to cultivate these drivers and discuss science-backed strategies to address their unique needs. Attendees will gain a deeper understanding of the role that hope, purpose, and belonging play in promoting mental and physical health and leave equipped with practical tools to strengthen these pillars within diverse communities and workforces.

Friday, April 4



Belongingness: Accelerating High-Trust, Resilient, and Rewarding Relationships

Shasta Nelson, M.Div., Speaker and Author

Did you know that employees who have meaningful relationships at work are seven times more likely to be engaged in their jobs, take fewer sick days, collaborate more effectively, provide better customer service, and have higher loyalty to their companies? Belongingness is the #1 factor for employee satisfaction, and creating a culture of belonging is an effective solution for decreasing turnover and increasing employee fulfillment.

In this dynamic and interactive program, social relationships expert and author of *The Business of Friendship: Making the Most of Our Relationships Where We Spend Most of Our Time* Shasta Nelson provides a framework to evaluate belongingness within your teams and delivers practical tools to create and accelerate the high-trust and resilient relationships that boost employee productivity, retention, and profitability.

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.

Community as Medicine, Community as Culture: A Holistic and Multidisciplinary Approach to Experiential Well-Being



Elizabeth Markle, Ph.D.
Open Source Wellness



Benjamin Emmert-Aronson, Ph.D.
Open Source Wellness

Concurrent Sessions



■ Civil Discourse— A Novel Approach to Belonging and Connection at Work

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



■ Getting Upstream: Healthy Work Design for Workforce Mental Health

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

Krystal Sexton, Ph.D.
Shell



◆ Bringing About Sustained Culture Change: Preparing the Soil With Social Climate and Nurturing New Norms With Touchpoints

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



■ The Loneliness Factor: Unpacking the Mental Health Implications of Evolving Work Arrangements in the U.S. Workforce

Carole Bonner, M.S.A.S., M.E.T.
Integrated Benefits Institute



■ Integrated Workplace Health Strategies for Enhancing Employee Well-Being and Reducing Work Disability

Tyler Amell, Ph.D., M.S.
MediKeeper, Inc.



■ Building Resilient Health Care Teams: Integrating Psychological Safety From a Diversity Lens for Optimal Performance

Nelly Burdette, Psy.D.
*Integrated Behavioral Health Care
Transformation Collaborative—
Rhode Island (CTC-RI)*



● Enhancing Mental Well-Being by Infusing Connection Into All Your Wellness Conversations

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



Kristin David, Psy.D.
The Foundation For Integrated Care



TRACKS:

▲ = COMMUNITY ■ = WORKPLACE ● = CONFERENCE THEME ◆ = PROFESSIONAL SKILLS



▲ **Walking Through Grief: Community Health Workers (CHWs) and Grief-Informed Care—How to Create Communities of Care That Honor Grief Experiences**

Maureen Burns, M.P.H. candidate
The HAP Foundation



▲ **Transformative Wellness: Evidence-Based Yoga and Meditation for Long COVID and Beyond**

Tulsi Chase, Ed.M.
Sadhguru Center for a Conscious Planet Beth Israel Deaconess Medical Center



■ **Addressing Health Misinformation as Part of a Health Literacy Strategy in Corporate Wellness Programs**

Alice Burron, Ed.D.
The Health Navigator Group



▲ **Engaging City Leaders in Community Health and Wellness: The Healthy Utah Community Designation Program**

Alysia Ducuara, M.S.
Get Healthy Utah



Morgan Hadden, M.P.H.
Get Healthy Utah



● **Experienced Escapades: An Approach to Build Social Connection in Older Adults Living With HIV/AIDS**

Stacey Jay Cavaliere, B.Ed.
Aunt Rita's Foundation



Alyssa Robillard, Ph.D., MCHES Assoc.
Arizona State University



■ **Do Workplace Health and Well-Being (Wellness) Programs Work? What Does the Latest Research Tell Us?**

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

Continuing Education Credits

We may offer continuing education credits for the professions, designations, and certifications below:

EXERCISE SCIENCE | NUTRITION | HEALTH AND WELLNESS COACHING | HEALTH EDUCATION | CERTIFIED WELLNESS PRACTITIONER | CERTIFIED EMPLOYEE BENEFIT SPECIALIST

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

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▲ **Why Is Everyone So Damn Grumpy?**

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



▲ **Progress in Health Promotion: Has There Been Enough in the Past 20 Years?**

Sara S. Johnson, Ph.D.
ProChange Behavior Solutions



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



◆ **Four C's for Engaging and Effective Teamwork: Collaboration, Communication, Connection, and Creativity**

Dayna Gowan, M.P.H.
Improvly Speaking



Jesse Greenfield, M.P.H.
Kaleidoscope Training Center



◆ **Advanced Skills for Health Promotion Professionals: The Empathy-Communication Connection**

Karen Lane, LCSW, M.S.W.
Life Ideals, LLC



■ **Improving Health Equity for Employees in Low-Wage Industries**

Peggy Hannon, Ph.D., M.P.H.
University of Washington



● **What Is the Value of Belonging at Work? Quantifying the Combined Medical, Mental Health, Absence, Injury, Turnover and Performance Impact**

Wendy Lynch, Ph.D.
Lynch Consulting



◆ **AI Role in Data-Driven Wellness**

Alexa James, M.S.
NAMI Chicago

Panel Discussion

■ **Trauma-Informed Leadership Approaches: A Practical Application Workshop to Prioritize Psychological Safety in the Organizational Culture**



Alicia Justice, Dr.P.H., M.P.H.
Root Causes Consulting, LLC



Alice Schenall, Dr.P.H., M.P.H.
Association of State and Territorial Health Officials



Nicole Vick, Ed.D., M.P.H.
Los Angeles County Department of Public Health

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◆ **Building Connection
One Conversation at a
Time: Harnessing the
Power of Listening**
Wendy Lynch, Ph.D.
Lynch Consulting



■ **Creating a System That
Promotes Organization-
Wide Well-Being**
Tara B. Davila, M.S.
John Hopkins Medicine
Richard Safeer, M.D.
Johns Hopkins Medicine



● **Advancing Social Connection
Across the Lifespan: The Work
and Built Environment Sectors**
Jillian Racoosin, M.P.H.
The Foundation for Social Connection



Risa Wilkerson, M.A.
Healthy Places by Design



■ **Belonging: The Catalyst for
Organizational Transformation**
Chase Sterling, M.A.
Wellbeing Think Tank
HHP Cultures



● **Building Belonging: Infusing
Inclusion Across the Ages**
Lana M. Saal, Ed.D.
American Diabetes Association



● **Unlock the Power of Belonging:
Mindfulness, Music, and
Movement in the Workplace**
Bob Swoap, Ph.D.
Warren Wilson College



◆ **Advocacy: A Critical Tool
to Address Complex Health
Promotion Challenges**
Heather Vilvens, Ph.D.
University of Cincinnati
Blue Ash College

Panel Discussion

▲ **How Diversity Brings Equity-Advocacy for Sovereignty and Sustainability**



Laura Fisher, M.S.A.
*Inter-Tribal Council
of Michigan*



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



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



Hannah Swartz, M.P.H.
*Inter-Tribal Council
of Michigan*

Preconference Events

INTENSIVE TRAINING SEMINARS

Separate registration is required.

One-Day Intensive Training Seminar

Tuesday, April 1 | 9:00 a.m.-5:00 p.m.



Leadership Skills for Creating Authentic Connection and Community

Charles Vogl, M.Div., Author, Speaker, Adviser, The Vogl Group

Two-Day Intensive Training Seminars

Monday, March 31 & Tuesday, April 1 | 9:00 a.m.-5:00 p.m.



Evidence-Based and Practical Strategies for Addressing Burnout and Isolation at Work

Karen Lane, LCSW, M.S.W., Clinical Social Worker, Life Ideals LLC



Essential Skills for Effective Facilitation in Health Promotion

Dayna Gowan, M.P.H., Senior Health and Wellness Manager and Consultant/Speaker, Improvisor, Facilitator of Fun, Keenan and Associates; Improvly Speaking

Jesse Greenfield, M.P.H., Founder, Director of Programming & Facilitator-in-Chief, Kaleidoscope Training Center



Critical Thinking and Communication Skills for Health Promotion Professionals

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

Krystal Sexton, Ph.D., Global Health Analytics Manager, Shell

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 three different two-day preconference seminars and one one-day preconference seminar for in-depth training. 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 such as yoga, strength, Pilates, guided meditation, HIIT, and more.

▶ Meal Functions

The conference will provide a complimentary lunch on Monday and Tuesday for Intensive Training attendees and on Wednesday and Thursday for core conference attendees. A Welcome Reception of light hors d’oeuvres will be held on Wednesday evening.

▶ Poster Presentations

Learn about best practices and the latest research findings in health promotion directly from the study authors.

▶ 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.



Conference Hotel

DoubleTree Resort by Hilton Hotel Paradise Valley–Scottsdale

5401 N. Scottsdale Road
Scottsdale, AZ 85250-7090

Situated on over 20 acres of beautifully landscaped grounds, the iconic Scottsdale, Arizona resort offers breathtaking views of Camelback Mountain. Every room features a covered patio or balcony. Enjoy two sparkling outdoor pools and delightful dining options.

Reservation Deadline: March 3, 2025

Rate: \$249 single/double occupancy

Hotel Accommodation: Please visit the Hotel/Travel tab at www.ifebp.org/ashphotel to book your hotel reservation online. For hotel questions, contact the Registration Department at (888) 334-3327, option 2 or edreg@ifebp.org.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.



Conference Options	Registration Rate through 2/17/2025	Registration Rate after 2/17/2025
Core Conference (Three Days)		
Member*	\$995	\$1,195
Nonmember	\$1,195	\$1,395
Student Member**	\$595	\$595
Two-Day Intensive Training Seminar		
Member*	\$595	\$745
Nonmember	\$695	\$845
Student Member**	\$350	\$350
One-Day Intensive Training Seminar		
Member*	\$295	\$395
Nonmember	\$395	\$495
Student Member**	\$175	\$175

*Members of the Wellness Alliance, WELCOA, National Wellness Institute, and the International Foundation of Employee Benefit Plans.

**Student membership with Wellness Alliance and NWI is required. Become a student member for \$75.

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

Introducing the Wellness Alliance



The **Wellness Alliance** unites the strengths of the two most recognized and influential professional associations in the wellness industry: the **Wellness Council of America (WELCOA)** and the **National Wellness Institute (NWI)**.

As NWI and WELCOA have merged to form a new organization, the Wellness Alliance helps connect the wellness and employee benefits industries, bringing meaningful change to millions of people through education and a wealth of combined services.

Wellness Alliance membership benefits include:

- Webinars—Live and on demand
- Curated wellness news
- WELCOA's 7 Benchmarks™—Vetted, proven steps to building a successful wellness initiative
- Recognition for successful wellness programs with the Well Workplace Process and Awards
- Models, frameworks, checklists, assessments
- Tools to support your wellness initiative, including NWI's Six Dimensions of Wellness
- Convenient source for continuing education (CE) credits
- Career center for wellness professionals
- Discount on the Certified Wellness Practitioner (CWP) exam.

The Art & Science of Health Promotion Conference is proud to be part of the Wellness Alliance. Become a Wellness Alliance member and receive a discounted registration for the Art & Science of Health Promotion Conference, in addition to other tools to help support your wellness initiatives.

Save up to \$200 when you attend as a member.
Learn more at nationalwellness.org/join-the-wellness-alliance.

Exhibitor Package

Exhibit Dates: April 2 & 3, 2025

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

Exhibitor Package: \$3,800

Includes:

- 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 2-4, 2025). *Two-day preconference Intensive Training Seminar registration is available for an additional fee.*



Download the prospectus for complete package details.
www.HealthPromotionConference.org

Sponsorship Packages

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

- ▶ **GAIN PROMINENCE** with the most influential audience in health promotion and wellness.
- ▶ **STRENGTHEN YOUR POSITION** as a leader in the industry.
- ▶ **DEMONSTRATE YOUR SUPPORT** for advancements in health promotion.
- ▶ **SHOWCASE YOUR BRAND** prior to, during, and after the conference.

Sponsorship Packages

Titanium

Titanium sponsorship offers the highest level of visibility throughout the conference. It includes an exhibit and the opportunity to deliver opening remarks at a general session.

Platinum

Platinum sponsorship provides prominent visibility and includes two complimentary registrations.

Gold

Gold sponsorship packages include items most valued by attendees. Choose from sponsoring lunch, free Wi-Fi, or the Welcome Reception.

Silver

Silver sponsorships include on-site signage, recognition in a general session, and more.

See full package details at www.healthpromotionconference.org.



Poster and Making Connections Proposals

Accepting proposals through March 15, 2025.

Poster Presentations

Present a research or case study poster. Posters will be on display April 3 and 4. 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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18700 West Bluemound Road
Brookfield, WI 53045

Nonprofit Org.
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OF EMPLOYEE BENEFIT PLANS



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Exhibit and Sponsorship Packages Available

Check the website for details.

Join

health promotion and
wellness professionals
from across settings
to **learn, share**
and **connect.**

Register Online

www.HealthPromotionConference.org