



Call for Poster Presentations

Thank you for your interest in participating in the 76th Annual Meeting of the Illinois Public Health Association. This year, we invite poster presentations on 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 poster 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 Poster Presentation abstracts MUST be submitted online at www.ipha.com

Deadline to submit an abstract is June 30, 2017 at 5:00pm!

Applicants will be notified regarding their acceptance by August 1, 2017.

The poster session will be held on **Thursday, September 21**. Presenters are expected to be at their poster during the designated times (9:30am – 10:30am and 11:45am – 12:00pm) to interact with and answer questions from attendees. The poster session is intended to be casual and conversational; there will be no formal presentation. At least one presenter is required to be onsite for the entire poster session.

Posters will not be accepted via mail. Poster presenters are responsible for transporting, hanging, and dismantling their own poster.

Presenters are responsible for creating an informational poster no larger than 36" x 48". Presenters will be sharing space, so adherence to poster dimensions is required.

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

1. Select Which Track Your Poster Best Applies To:

T1: Behavioral Health: Focuses 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: Focuses 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 may include highlighting 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: Focuses on emerging trends and best practices related to health communication tools and technologies, beyond crisis communication, and 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: Focuses on activities, strategies and proven practices to assist in building strong partnerships, engaging communities and acknowledging collective impact. Examples may include case studies on partnerships to promote capacity building, policy change or program design to address a public health issue and exploring the development and outcomes of partnerships with community based organizations and nontraditional partners.

2. Title of Poster

3. Brief Narrative Description of Poster Content for Publication Material (3-5 sentences)

4. List 2-3 Learning Objectives

5. List Poster Author(s) and Contact Information

6. List Poster Presenter(s) and Contact Information