



The Center for Sustainable Health Outreach
at The University of Southern Mississippi

Presents

The Unity Conference 2017:
The Collective Power of
CHWs, CHRs and Promotores
August 6-9, 2017
Hilton Anatole | Dallas, Texas



Unity 2017 is made possible through sponsorships from
Boston University Center for Innovation and Social Work,
Baylor Scott White Health, Sanofi US,
KDH Research & Communication,
CHW Network of NYC, Community Resources, LLC., and MHP Salud

Unity 2017 Preliminary Agenda*
The Collective Power of CHWs, CHRs and Promotores

Sunday, August 6, 2017	
Conference Registration	2:00 p.m.—5:00 p.m.
Monday, August 7, 2017: State & National Organizing	
Conference Registration	9:00 a.m.—2:00 p.m.
Pre-Conference Workshops	9:00 a.m.— 1:00 p.m.
Welcome and Opening Remarks	2:00 p.m.—2:30 p.m.
Keynote Address Speakers to be announced	2:30 p.m.—3:15 p.m.
Plenary I: National Organizing Efforts for CHWs, CHRs, and Promotores Speakers to be announced	3:15 p.m.—4:30 p.m.
Plenary II: Strategies for Successful Advocacy for CHWs, CHRs, and Promotores Speakers to be announced	4:30 p.m.—5:30 p.m.
Dinner on Your Own	6:00 p.m.
Optional Evening Activities	6:00 p.m.—8:00 p.m.
Tuesday, August 8, 2017: Health and Wellness	
Early Morning Physical Activity Session	7:00 a.m.—8:00 a.m.
Breakfast	8:00 a.m.—9:00 a.m.
Conference Registration	9:00 a.m.—12 noon
Plenary III: CHWs, CHRs, and Promotores Influencing Oral Health Disparities Speakers to be announced	9:00 a.m.—9:45 a.m.
Plenary IV: CHWs, CHRs, and Promotores Addressing Disabilities Speakers To Be Announced	9:45 a.m.—10:30 a.m.
Break	10:30 a.m.—10:45 a.m.
Plenary V: CHWs, CHRs, and Promotores Promoting Social Justice through Health Equity Practices Speakers to be announced	10:45 a.m.—12 noon
Lunch	12 noon—1:00 p.m.
Poster Session: Lessons Learned and Promising Practices from CHW Programs Speakers to be announced	1:00 p.m.—2:15 p.m.
Breakout Session I: Shaping Evaluation, Policy, and/or Training of CHWs Speakers to be announced	2:15 p.m.—3:30 p.m.

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Break	3:30 p.m.—3:45 p.m.
Breakout Session II: CHW Topics Related to Reaching Vulnerable Populations Speakers to be announced	3:45 p.m.—5:00 p.m.
Dinner on Your Own	5:00 p.m.
Award Ceremony	7:00 p.m.—9:00 p.m.
Wednesday, August 9, 2017: CHWs, CHRs and Promotores as Change Agents	
Early Morning Physical Activity Session	7:00 a.m.—8:00 a.m.
Breakfast	8:00 a.m.—9:00 a.m.
Conference Registration	9:00 a.m.—12 noon
Plenary VI: CHWs, CHRs and Promotores as Change Agents Speakers to be announced	9:00 a.m.—10:00 a.m.
Plenary VII: Development of a CHW Textbook—Where Are We Now? Speakers to be announced	10:00 a.m.—10:45 a.m.
Break	10:45 a.m.—11:00 a.m.
Plenary VIII: Understanding Scope and Competencies: Progress Report of the Community Health Worker (CHW) Core Consensus (C3) Project to Build National Consensus on Core Roles, Skills, and Qualities Speakers to be announced	11:00 a.m.—11:45 a.m.
Lunch	11:45 a.m. —12:45 p.m.
Roundtable Sessions—Role of CHWs, CHRs, and Promotores as Change Agents in Communities and Systems Speakers to be announced	12:45 a.m.—2:15 p.m.
Break	2:15 p.m.—2:30 p.m.
Professional Development Skills Speakers to be announced	2:30 p.m.—4:30 p.m.
Turn in evaluations	4:30 p.m.—5:00 p.m.

*All sessions subject to change

*CEUs may be offered, once approved from the appropriate agencies. Payment for CEUs must be made on-site.



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The University of Southern Mississippi

Unity Conference 2017
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Hilton Anatole, Dallas, Texas
The Collective Power of CHWs, CHRs and Promotores

Exhibitor Registration

Name _____

Organization name _____

Street address _____

City _____ State _____ Zip Code _____

Telephone (_____) _____ Fax (_____) _____

Email address _____

Please check all that apply:

_____ Please reserve _____ 6 ft. table(s) for our exhibit.

_____ Our display is not a "table-top" display. Please reserve _____ ft. floor space.

Special requests:

Electrical outlets (\$50) _____ Other requests _____

*Other special requests may be subject to additional charges

PRICING:

- CHW programs: \$100 per table
- Not-for-profit organizations: \$200 per table
- For-profit organizations: \$300 per table

Send registration form and payment to: **Dr. Susan Mayfield-Johnson**

118 College Drive #5122
Hattiesburg, Mississippi 39406
Telephone: 601.266.6266
Fax: 601.266.5043
Email: susan.johnson@usm.edu

(Tax Exempt ID #: 64-6000818)

For questions regarding exhibits at Unity 2017, please contact
Susan Mayfield-Johnson at the information listed above.



**The Center for Sustainable Health Outreach
The University of Southern Mississippi
Unity Conference 2017
August 6-9, 2017
Hilton Anatole, Dallas, Texas**



Yes! I want to attend Unity 2017 in Dallas, Texas.

Name _____
Title _____
Agency _____
Address _____
City _____ State _____ Zip Code _____
Telephone _____ Fax _____
E-mail address _____
Special needs (dietary, ADA accommodations etc) _____

Registration Fees:

- | | |
|---|--|
| <input type="checkbox"/> Early Registration, \$300.00 (Received by 5/19/17) | <input type="checkbox"/> Regular Registration, \$350.00 (Received by 6/30/17) |
| <input type="checkbox"/> CHW Early Registration, \$250.00 (Received by 5/19/17) | <input type="checkbox"/> Late and on-site registration, \$400.00 (After 7/21/17) |
| <input type="checkbox"/> CHW Regular Registration, \$300.00 (Received by 6/30/17) | <input type="checkbox"/> Student Registration, \$250.00 (must be full-time) |

Conference registration fees include training, materials, and lunch each day. Cancellations made by July 21, 2017 are entitled to a full refund, less a \$50.00 processing fee. After July 21, 2017, please plan to register on-site. Payment by cash or credit card will be required for on-site registration.

Total Amount Enclosed:

- Check payable to: The University of Southern Mississippi (Tax ID #64-6000818)
- Credit card payment—We are currently in development of our credit card receivable systems. We hope to have it ready by the May 12, 2017. Please go to www.usm.edu/csho for more information.

Accommodations

For room reservations, contact the Hilton Anatole Hotel at (1-800-445-8667) by **July 7, 2017**, and ask for The University of Southern Mississippi Center for Sustainable Health Outreach to receive the special negotiated rate of \$139 per night for a single/double room. The rate **does** include the resort fee and self-parking for one car but **does not** include applicable taxes and fees. Hotel fee also includes standard wi-fi, pool recreation, admission to the JadeWaters Resort Pool Complex with lazy river and slides, and fitness center and classes. Reservations may also be made at <https://aws.passkey.com/gt/213021629?gtid=3282c74c18671dd9386c34236e063e3b>. Hotel room rates are subject to applicable state and local taxes.

Send registration form and payment to: **Dr. Susan Mayfield-Johnson**
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Hattiesburg, Mississippi 39406
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Fax: 601.266.5043
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*40 Scholarships for CHW registration are available through Baylor Scott White Health. Applications are available on page 6.

Photo Release: Registration for this conference implies consent to be photographed and permission for photos to be used in future CSHO and Unity Conference materials.

CHW Scholarship Application

With funding from Baylor Scott and White Health, the Center for Sustainable Health Outreach will offer forty (40) \$250 scholarships for CHW registration for CHWs, CHRs, and Promotores to attend the Unity 2017 in Dallas, Texas, from August 6-9, 2017.

To be eligible for the scholarship, you must:

- Be 18 years of age or older,
- Complete the application below,
- Have funding for transportation to/from Dallas,
- Have funding for hotel costs during the Unity 2017 Conference, and
- Complete a registration form.



Please complete the CHW Registration Scholarship application by providing the requested information below. Additional paper and spacing may be used. Your completed application and registration form must be received by 5:00pm CST, on May 17, 2017. CHWs selected for registration scholarships will be notified on May 27, 2017.

1. Your name and complete mailing address
2. Your job title
3. How long have you worked as a CHW?
4. The name of your organization and the address where you work
5. Contact phone number
6. Describe how your organization (program and services) contributes to improving community health. (3-4 sentences describing the organization's program/services.)
7. What role do you play in the organization? (3-4 sentences describing YOUR work and how it affects your community.)
8. Describe a situation in which your role as a CHW helped to enable a person to take action, made a significant difference in a client's life, or impacted you personally about the type of work you do.
9. How long have you worked in this program?
10. What do you hope to gain as a result from attending Unity 2017?
11. Why do you want to attend Unity 2017?
12. Have you attended Unity conferences before? If yes, when?

Please send completed applications and registration forms to:

Niki Shah, System Vice President, Care Redesign and Equitable Care, Digital Health
Baylor Scott and White Health
8080 North Central Expressway, Suite 700
Dallas, Texas 75206



Spanning 45 lush acres, just north of downtown, the **Hilton Anatole** is a Dallas icon in the vibrant Design District. Discover our indoor and outdoor facilities including V Spa, Verandah Health Club, the new Jade Waters resort pool complex and a private Sculpture Park.

Special conference rates of \$139 (single/double) per night plus

applicable taxes have been negotiated for Unity 2017 conference participants. Special conference rates will be honored from three days prior and three days after the conference. The special negotiated hotel rate includes the resorts fee, which includes self-parking for one car, standard wi-fi, pool recreation, admission to the JadeWaters Resort Pool Complex with lazy river and slides, and fitness center and classes.

The hotel reservation deadline is Friday, July 7, 2017. We cannot guarantee the conference rate after the hotel deadline. Check-in is 3:00 p.m., and checkout is at 12 noon. For room reservations, contact the Hilton Anatole hotel at (1-800-445-8667) and ask for The University of Southern Mississippi Center for Sustainable Health Outreach to receive the special negotiated rate of \$139 per night for a single/double room. Hotel room rates are subject to applicable state and local taxes. Reservations may also be made at <https://aws.passkey.com/gt/213021629?gtid=3282c74c18671dd9386c34236e063e3b>.

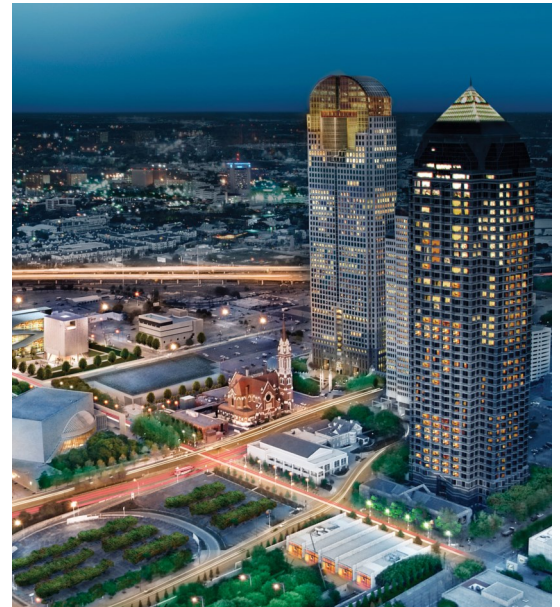


Airline Information and Ground Transportation



There are two airports within a reasonable distance of the hotel. **Dallas/Forth Worth International Airport** services several major airlines including American, Delta, Frontier, JetBlue, Spirit, and United. When making airline reservations, please compare all airlines to ensure the best price. Transportation service to and from Dallas/Fort Worth International Airport is available through a variety of options. Taxi service is located on the upper levels of Terminals A, B, C and E, and on the lower level of Terminal D. One-way taxi fare to the hotel is estimated to be \$40. For taxi information, please visit <https://www.dfwairport.com/transport/taxis/>. Rental Car agencies, including Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National and Thrifty, are accessible by shuttle bus at the lower level of each terminal. Follow the signs from baggage claim.

Dallas Love Field services Delta, Southwest, and Virgin America. When making airline reservations, please compare all airlines to ensure the best price. Transportation service to and from Dallas Love Field is available through a variety of options. Taxi service is located on the lower level of terminal 2 for all airlines. One-way taxi fare to the hotel is estimated to be \$20. Rental Car agencies, including Advantage, Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National and Thrifty, are accessible by shuttle bus at the lower level of each terminal. Follow the signs from baggage claim. Unfortunately, there is no public transportation easily accessible from either airport to the hotel. Public transportation is available throughout the city, through DART (Dallas Area Rapid Transit). Visit <http://www.dart.org/>.



Dallas is the 9th largest city in the US, and the third largest in Texas with a population of 1,281,047. It has over 24.9 million annual visitors to the City of Dallas, and 48.9 million visiting the Metro area.

Dallas is centrally located and within a four-hour flight from most North American destinations. It is served by two airports; Dallas/Ft. Worth International and Dallas Love Field that combined provide more than 2,200 flights daily. AMTRAK also provides daily service to Dallas via Union Station.

Dallas is home to five professional sports teams: The Dallas Cowboys (NFL); Dallas Stars (NHL); Dallas Mavericks (NBA); Dallas Wings (WNBA); FC Dallas (MLS) and the Texas Rangers (MLB) plus NASCAR and Indy racing. The area is also home to more than 200 golf courses.

Some fun facts about Dallas include that the frozen margarita machine was invented in Dallas. The integrated circuit computer chip (which became the microchip) was also invented in Dallas in 1958. The 52 foot 'Big Tex' statue that greets visitors at the annual State Fair of Texas is the tallest cowboy in Texas.

During the winter holiday season, the Galleria Dallas is home to the country's tallest indoor Christmas tree. The largest permanent model train exhibit in the country is on display in the lobby of Dallas Children's Medical Center. The Dallas Public Library permanently displays one of the original copies of the Declaration of Independence, printed on July 4, 1776, and the First Folio of William Shakespeare's "Comedies, Histories & Tragedies." So come join us for in Dallas for Unity 2017!



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Hotel room rates are subject to applicable state and local taxes. Hotel rate includes access to the JadeWaters Pool Resort Complex, standard wi-fi, and self parking for one vehicle.

Conference Participant Accommodations

We want everyone to have a comfortable and enjoyable stay at the Unity Conference, so please indicate on the registration form any special needs such as diet, ADA accommodations, diabetic needs, or translation services.

Call for Abstracts

Unity 2017 is an opportunity to share knowledge, information, and expertise with other community health workers, colleagues, and policy makers. Please go to <http://bit.ly/2ne6ZXx> to view the call for conference abstracts, which closes April 21. For more information on the call for abstracts, please contact Katie Sutkowi at katherinesutkowi@gmail.com or Lisa Renee Holderby-Fox at holderbylr@gmail.com.

Registration Deadline

The regular registration deadline for Unity 2017 in Dallas, Texas is July 21, 2017. Late registration may be conducted after July 21 or done on-site at the Hilton Anatole. Registration fees include materials, breakfast, and lunches. Currently, registration must be done by sending a copy of the registration form with a check to the University of Southern Mississippi. We hope to have online registration possible by the end of April 2017. Early registration deadline is May 19, 2017. Regular registration deadline is June 30, 2017. We are also in development of our credit card receivable systems, to be ready by the May 12, 2017. Please go to www.usm.edu/csho for more information. We apologize for the inconvenience.