



A Refreshing Revelation...

Reflections from Keynote Presenter Ella Greene-Moton
Community-Campus Partnerships for Health Board of Directors

The 2010 Australian Health Promotion Association (AHPA) Conference held in Melbourne, VIC proved to be an even more rewarding experience than I had allowed myself to anticipate. While initially consumed with a bit of nervousness and mild anxiety at the very thought of traveling around the world... to another country, serving as a keynote presenter, and representing the nationally/internationally acclaimed Community-Campus Partnerships for Health (CCPH), I found the experience to be unquestionably, second to none.

As I shared with the AHPA conferees, my initial excitement was fueled by a personally exaggerated mental flight plan created during my usual check-in with my trusted "flat map" of the world hanging on the wall in my personal space here in the States. After a quick reality check and being pointed in the right direction, I was still very much honored to have been invited to join you in Melbourne this past June.

The conference theme, "Walking the Talk together: Partnerships for Health Promotion" instantly resonated with me because of the rich history and prominence that partnerships hold in my world. Metaphorically speaking, achieving the monumental task of "WALKING THE TALK" is, in its simplest form, a huge under-taking and probably seems (to some) impossible. But, non-the-less, I have witnessed its successes on a daily bases over the past fifteen years and in my opinion, "WALKING THE TALK" describes that inter-section between ideas, words, and actions and brings them together to produce desired results. The irony though is that for years many have "talked the talk" and in some cases, have even "walked the walk" but always seemed to stop short of the ultimate, "walking the talk". Over the past several years, I have found that using the Community-Based Participatory Research (CBPR) approach creates the perfect environment for "walking the talk". For me and many CBPR practitioners, it encompasses an ever evolving process that connects the words and actions in a way that brings about the results at the end of the day. For the CBPR Enthusiasts (and I proudly wear that designation), walking the talk is not an unexplainable accidental occurrence but rather the natural flow of things.

The 2010 AHPA Conference provided an opportunity to network with like-minded conferees representing community, governmental, educational and general health sectors from across Australia and beyond. It provided an environment conducive for bi-directional sharing and learning that I expect will continue to confirm the overarching conference goals and objectives. My presentation, "Exploring the Role of Partnerships in Health Promotion" built upon the belief that at the essence of Community-Campus Partnerships for Health are partnerships between communities and higher educational institutions. In their truest form, these partnerships require time and commitment and have the power to transform the individuals and institutions that are part of them. As such, partnerships are an effective tool in ultimately improving health in our communities (for additional information visit www.ccpb.info). After offering this perspective very early in the conference, it was refreshing to hear several conference presenters reference ideas from the Principles of Partnerships developed in 1998 and revised by the CCPH Board of Directors in 2005. I believe it suggested a clear approach for enhancing existing partnerships as well as aiding in the development of new relationships to explore and/or expand collaborations on the local, national, and international levels.

...Thanks for a wonderful experience... I hope to see some of you at the 2010 American Public Health Association Meeting in November, in Denver, Colorado or at the 2011 CCPH Conference in Waterloo Region, Ontario and possibly again at the 2011 AHPA Conference in Cairns.

Ella Greene-Moton
Community-Campus Partnerships for Health
Board of Directors
June 2010