

Taking Partnerships to a New Level: Achieving Outcomes, Sustaining Change

The 7th Annual Community-Campus Partnerships for Health conference
April 26 – 29, 2003 ~ San Diego, California

CALL FOR CONFERENCE PROPOSALS

April 26 – 29, 2003

San Diego, CA



Sponsored by:

Community-Campus Partnerships for Health, the Corporation for National and Community Service, Helene Fuld Health Trust HSBC Trustee, and the UCSF Center for the Health Professions

COMMUNITY-CAMPUS PARTNERSHIPS FOR HEALTH: WHO WE ARE

Community-Campus Partnerships for Health (CCPH) is a non-profit organization based at the Center for the Health Professions at the University of California-San Francisco and at the University of Washington. Founded in 1996, our mission is:

To foster partnerships between communities and educational institutions that build on each other's strengths and develop their roles as change agents for improving health professions education, civic responsibility, and the overall health of communities

We are a growing a network of over 1000 communities and campuses throughout the United States and increasingly the world who are collaborating to promote health through service-learning, community-based research, coalitions and other partnership strategies. These partnerships are powerful tools for improving health professional education, civic responsibility and the overall health of communities. Our vision of partnership embodies these principles:

CCPH Principles of Partnership

- Partners have agreed upon mission, values, goals, and measurable outcomes for their partnership.
- The relationship between partners is characterized by mutual trust, respect, genuineness and commitment.
- The partnership builds upon identified strengths and assets, but also addresses areas that need improvement.
- The partnership balances the power among partners and enables resources among partners to be shared.
- There is clear, open and accessible communication between partners, making it an on-going priority to listen to each need, develop a common language, and validate/clarify the meaning of terms.
- Roles, norms, and processes for the partnership are established with the input and agreement of all partners.
- There is feedback to, among, and from all partners, with the goal of continuously improving the partnership and its outcomes.
- Partners share the credit for the partnership's accomplishments.
- Partnerships take time to develop and evolve over time.

THIS YEAR'S CONFERENCE THEME

In April 2003, CCPH will convene our 7th annual conference. The idea of CCPH emerged from our first conference in 1996 on the role of community partnerships in health professions education. In 1997, after launching CCPH as a national non-profit organization, we examined the key factors that contribute to the sustainability of partnerships between communities and higher educational institutions. The 1998 conference on principles and best practices of community-campus partnerships led to a set of "principles of partnership"

that many partnerships now use to guide their development. In 1999, we focused on the knowledge, skills and attitudes needed to lead successful partnerships. In 2000, we delved into the policies that support and hinder community-campus partnerships, and developed our members' advocacy skills. In 2001, we highlighted the many ways in which community-campus partnerships could advance the nation's health. In 2002, we focused on the partnership and its role as a leverage point for change.

CCPH's 7th annual conference will demonstrate the significant outcomes and changes that can result from community-campus partnerships, and advance the skills, tools and competencies needed to transform partnerships "to a new level." "A new level" is something that each partnership needs to define for itself. For example, perhaps "a new level" of a service-learning partnership might be to involve students from multiple disciplines, or to incorporate community-based research into the partnership's work or to develop a campus center for service-learning. "A new level" for a partnership that is aiming to eliminate health disparities in communities of color might be to connect the partnership's work to efforts to recruit and retain students of color into the health professions. Dr. David Satcher, former U.S. Surgeon General, as the opening keynote speaker, will challenge and inspire all of us to take our partnerships to a new level of achievement.

Specifically, the goals of the conference are to:

- Build the capacity of communities and higher educational institutions to assess and disseminate their partnership outcomes and take their partnership to a new level of achievement
- Strengthen existing community-campus partnerships and foster the development of new partnerships
- Facilitate participants' commitment to specific actions they can take to strengthen their community-campus partnerships and take them to a new level of achievement
- Provide an inclusive and dynamic forum for networking, information-sharing and skill-building among all stakeholders involved in community-campus partnerships
- Build and sustain a growing network of health-promoting community-campus partnerships, at international, national and regional levels
- Shape the program and policy agendas for community-campus partnerships and for CCPH

SPECIAL FEATURE THIS YEAR: JOINT HUD/CCPH SYMPOSIUM

Community-Campus Partnerships for Health and the U.S. Department of Housing and Urban Development's Office of University Partnerships are jointly planning and sponsoring the symposium, "*Community-University Partnerships: Translating Evidence into Action*," to be held April 26, 2003 in San Diego, California. This will present an unprecedented opportunity for advancing community-campus partnerships that truly span the campus and contribute to public problem-solving and healthier communities. The CCPH conference will begin that evening with a reception. The conference continues through April 29th, 2003. To learn more about HUD's Office of University Partnerships, visit www.oup.org

INTENDED AUDIENCE

We expect more than 500 conference participants, including representatives of community agencies, government organizations, foundations, health care delivery organizations, and leaders from educational institutions (i.e. presidents, deans, faculty, and students). Participants will be encouraged to register in partnership teams to maximize the ability for meaningful learning that can be taken back home and translated into action. Scholarship funds will be available to help reduce travel and registration expenses for community-based and student presenters.

Through their active involvement in the conference, participants will:

- Develop a deeper understanding of the principles and best practices of community-campus partnerships
- Commit to concrete and specific actions they will take to advance their partnerships
- Achieve their most important learning objective
- Establish a peer group for continued learning and information sharing
- Leave the conference energized and motivated!

CONFERENCE FORMAT

The conference format will include pre-conference materials, intensive training workshops, plenary presentations, regional meetings, special interest group meetings, posters and exhibits, site visits of local community-campus partnerships, and opportunities for informal networking. Session, poster and site visit

proposals will be solicited for 8 major conference themes listed below. Awards will be given to the best poster and student poster, as determined by conference participants. The 2nd Annual CCPH award will also be presented during the conference. More information about the awards, including nomination procedures and past recipients, is available on our website at www.ccpb.info. The nomination deadline is October 15, 2002.

CONFERENCE THEMES - The conference planning committee will consider proposals that fit within one or more of these 8 themes. The examples given are intended to illustrate just a few of the many possible topics that could fit within a given theme.

1. **Community-campus partnerships for increasing access to care** (e.g., expanding enrollment in the State Children's Health Insurance Program, developing coordinated safety net systems for the uninsured)
2. **Community-campus partnerships for workforce development and diversity** (e.g., creating health careers pipeline programs, strengthening K-12 schools)
3. **Community-campus partnerships for promoting health and eliminating health disparities** (e.g., addressing social determinants of health, developing culturally competent health promotion strategies)
4. **Community-campus partnerships for improving education in the health professions or in health-related disciplines** (e.g., incorporating curricular innovations such as service-learning and interdisciplinary learning)
5. **Community-campus partnerships for civic engagement and social change** (e.g., developing leadership skills of community residents, developing service-learning programs)
6. **Community-campus partnerships for community and economic development** (e.g., revitalizing rural and urban communities, creating living wage jobs, developing affordable housing)
7. **Partnership basics toolbox** (e.g., identifying stakeholders, building partnerships, developing cultural skills, service-learning 101, community-based participatory research 101, board development)
8. **Partnership sustainability toolbox** (e.g., advocacy skills, fundraising and grantwriting, writing for publication, strategies for policy change, cultural competency, assessment skills)

CALL FOR CONFERENCE PROPOSALS

In soliciting proposals, the conference planning committee has the following objectives:

- To achieve the conference goals;
- To highlight models of community-campus partnerships - in the U.S. and internationally - that have demonstrated their ability to achieve significant outcomes and sustain change;
- To demonstrate applied learning by selecting proposals that document the learning that took place at a prior CCPH conference;
- To promote collaborative proposals among program partners;
- To value the involvement of community partners and students as presenters;
- To emphasize highly interactive discussion and creative experiential teaching styles.

PROPOSAL REVIEW PROCESS

Proposals will be reviewed by members of the conference planning committee and external reviewers. In reviewing the proposals, the following minimum criteria will be used:

- Adherence to proposal submission instructions;
- Relevance to the conference theme and goals;
- Potential for engaging participants in meaningful discussion through experiential learning techniques;
- Clarity of writing.

Priority will be given to proposals that include the full range of program partners as presenters. For example, a proposal that includes a community agency partner, a faculty member and a local government official as presenters will be more favorably considered than a proposal on the same topic with only a faculty member presenter.

PROPOSAL CATEGORIES - The conference planning committee will consider proposals in the 5 categories described below. Only proposals that adhere to the instructions provided will be considered – please review proposal requirements and forms carefully!

(1) SKILL-BUILDING WORKSHOPS (scheduled on April 26, 27, 28)

Skill-building workshops are instructional sessions in which presenters teach and discuss particular skills and techniques. The session should accomplish specific learning objectives designed to provide participants with increased competence in some area of importance to the conference theme and goals. The session should include opportunities for practice and feedback. When this is not possible, the session should include time to discuss how the covered skills and techniques can be applied in the participant's settings. Workshop sessions will be 1 1/2 hours in length, and will average 50 participants.

Skill-building workshops will not be considered that:

- Are general and descriptive in nature (i.e., a proposal describing a partnership between a nursing school and a coalition of African-American churches to promote healthy food choices would not be considered, but a proposal that shares lessons learned and builds participants' skills in developing faith-based partnerships would be seriously considered.)
- Limit interactive dialogue and learning between the presenter(s) and participants

Skill-building workshops will be considered that:

- Provide new knowledge relevant to the conference theme and goals
- Orient participants to useful resources and recommendations regarding the session topic
- Provide meaningful interaction between presenter(s) and participants through experiential methods such as role play, skits and dialogue.

(2) STORY SESSIONS (scheduled on April 26, 27, 28)

Story sessions are designed to solicit greater input from community members, students and others whose experiences can be overlooked in formal conference settings. Stories reflect the genuine and authentic experience of an individual or a community, which has importance and value. Stories should be consistent with the conference theme, goals and objectives. For example, story sessions could involve a story of a successful or less than successful attempt to involve health professional students in worksite health promotion, or to change promotion and tenure policies to reward faculty involvement in community-based clinical care. Story sessions will be 1 1/2 hours in length, and will average 50 participants.

(3) PARTNERSHIP BLOOPERS (scheduled on April 26, 27, 28)

Partnership "bloopers" sessions will present a brief case study or story of "what didn't work and why", lessons learned from mistakes, group discussion, strategies for addressing the challenges discussed, and collective recommendations for future practice. Partnership Bloopers sessions will be 1 1/2 hours in length and will average 50 participants.

(4) POSTER SESSIONS (scheduled on April 26, 27, 28)

Poster sessions will feature posters on issues and topics related to the conference theme, and may include research or program evaluation findings and their implications for practice, policy or further study. A 4 X 8 foot poster board and tacks are provided for each poster presentation. Special consideration will be given to evidence-based posters and student-presented posters during the review process. Awards will be given to the best poster & best student poster, as determined by conference participants.

(5) COMMUNITY SITE VISITS (scheduled from 9:00 am – 12:00 noon on April 29)

Community site visits provide an opportunity for conference participants to learn in-depth from community-campus and other partnerships in San Diego, CA by spending approximately 3 hours touring and talking with the partnership's major stakeholders. We plan to select at least one site visit for each of the conference themes. Transportation between the site and the hotel is provided by CCPH.

QUESTIONS REGARDING THE SUITABILITY OF YOUR PROPOSAL

If you have questions about the suitability of your proposal, please contact Piper Krauel, CCPH program director by phone: 415/476-7081 or by email: piperk@itsa.ucsf.edu

SUBMISSION CHECKLIST: PLEASE REVIEW CAREFULLY!

In order to ensure the review of your proposal, you must submit the following materials by Friday, October 25, 2002, 5:00 p.m. Pacific time. You will be notified of the acceptance/rejection of your proposal in December 2002. Late, faxed, and/or electronic proposals will not be accepted for review.

- Four (4) hard copies of your entire proposal.
- One (1) copy of your Proposal Submission Form (either A or B) on computer disk (MS Word or Adobe)

Proposals should be sent to:

Piper Krauel, Program Director

Proposal Submission

CCPH

3333 California St., Suite 410; San Francisco, CA 94118

Ph: 415/476-7081

CONFERENCE REGISTRATION

ALL presenters (with the exception of site visit hosts) must pay conference registration fees. We encourage you to begin budgeting now to attend the conference. All presenters will receive a registration fee discount in recognition of the important role they play in the conference. The registration fee for presenters will not exceed \$300. Registration brochures will be disseminated in February. Room rates at the conference hotel, Westin Horton Plaza, will be \$149 for a single or double, plus tax. We understand the temptation for presenters to attend only on the day you are presenting, however our conferences are designed for full participation to ensure successful networking, learning and exchange of information.

PRESENTER AGREEMENT

The lead presenter will be asked to sign the Proposal Cover Sheet, which includes the Presenter Agreement below. It is imperative that EVERY presenter listed on your form attend the conference and pay the registration fee. Of course, circumstances could arise which may prevent one of your co-presenters from attending, but CCPH suggests you start planning now to ensure their full participation.

"As the submitter of this proposal, I understand that if this proposal is accepted, all listed presenters (with the exception of site visit hosts) are expected to register and pay the registration fee for the conference by the due date indicated in the registration materials. If this proposal is accepted, I understand it is my responsibility to return the signed confirmation form by the due date indicated in the letter of acceptance and to inform my co-presenters of the requirement that they register and pay for the conference. If presenter registration fees and the signed confirmation forms are not received by the due dates indicated, my proposal will not be included in the conference program. I understand that this proposal may be edited to fit the conference program. I understand that CCPH will not pay for presenter expenses (except for flip charts, slide and overhead projectors/screens, site visit transportation) unless indicated in writing by CCPH."

PARTIAL SCHOLARSHIPS AVAILABLE

Partial scholarships will be available to a select number of community-based and student presenters with financial hardship. More information and details regarding these scholarships will be included in your proposal notification letter. Please do not contact the CCPH Program Office regarding scholarship availability; we will provide all relevant information in the proposal notification letter that will be mailed to you in December 2002.

FULL PAPER SUBMISSION

A selected group of authors of accepted proposals will be invited to submit a paper for publication in CCPH's magazine, *Partnership Perspectives*. Full papers will be approximately 2500-3000 words in length. If you are interested in being considered for full paper submission, please make sure to check the box on the Proposal Submission Form. You will be notified in January 2003 if you are selected to submit a full paper.

IMPORTANT DATES

Proposal submission due date:	October 25, 2002
Mail notification of acceptance/rejection:	December 2002
Presenters confirm with CCPH:	January 2003
Mail conference registration brochure:	February 2003

PROPOSAL COVER SHEET
CCPH 7th Annual Conference
Taking Partnerships to a New Level: Achieving Outcomes, Sustaining Change
April 26 – April 29, 2003 ~ San Diego, CA

Instructions: Please type and complete all appropriate parts of this form. Submit 4 hard copies of your proposal and a copy of your Proposal Submission Form (either A or B) on computer disk (Microsoft Word) to: Piper Krauel, Program Director, Proposal Submission, CCPH, 3333 California Street, Suite 410, San Francisco, CA 94118 (Ph: 415/476-7081). **Submissions must be received by 5 p.m. PST on Friday, October 25, 2002.** Late, faxed, or electronically submitted proposals will not be considered.

Proposal Title: _____

Lead author's name: _____

Lead author's title: _____

Department: _____

Name of Organization/Institution: _____

Mailing address (*Please no PO Box numbers*): _____

City: _____ State: _____ Zip code: _____ Country: _____

Phone: () Fax: () Email: _____

- I. PROPOSAL TYPE** - Please check (X) only one:
 Skill-building workshop Story session Partnership Bloopers Poster Site visit
- 2. If your workshop, story session or partnership bloopers session is not accepted, please check (X) here if you would consider presenting your work as a poster instead:**
- 3. If you would like your session to be considered for a paper to be published in *Partnership Perspectives* magazine, please check (X) here :**
- 4. SKILL LEVEL** - Please check (X) below the intended skill level for your proposal's audience:
 Beginner Intermediate Advanced
- 5. PROPOSAL THEMES** - Please check (X) up to 2 conference themes that best describe your proposal. Please see "call for proposals" for description of the themes.
- | | |
|--|--|
| <input type="checkbox"/> Partnerships for increasing access to care | <input type="checkbox"/> Partnerships for civic engagement and social change |
| <input type="checkbox"/> Partnerships for improving education in the health professions or in health-related disciplines | <input type="checkbox"/> Partnerships for community and economic development |
| <input type="checkbox"/> Partnership for promoting health & eliminating health disparities | <input type="checkbox"/> Partnership basics toolbox |
| <input type="checkbox"/> Partnerships for workforce development & diversity | <input type="checkbox"/> Partnership sustainability toolbox |
- 6. LEAD AUTHOR AGREEMENT** - Please sign and date.

"As the submitter of this proposal, I understand that if this proposal is accepted, *all listed presenters (with the exception of site visit hosts) are expected to register and pay the registration fee* for the conference by the due date indicated in the registration materials. If this proposal is accepted, I understand it is my responsibility to return the signed confirmation form by the due date indicated in the letter of acceptance and to inform my co-presenters of the requirement that they register and pay for the conference. If presenter registration fees and the signed confirmation forms are not received by the due dates indicated, my proposal will not be included in the conference program. I understand that this proposal may be edited to fit the conference program. I understand that CCPH will not pay for presenter expenses (except for flip charts, slide and overhead projectors/screens, site visit transportation) unless indicated in writing by CCPH."

Signature

Date

PRESENTER INFORMATION

(Please read carefully)

Please type the name(s) and contact information for **ALL CONFIRMED PRESENTERS, INCLUDING THE LEAD AUTHOR**. All official information regarding this proposal will be sent to the lead author listed on the proposal cover sheet. Listed confirmed presenters will be included in the conference program as shown below. If you have more than 3 presenters, please make a photocopy of this form for the additional presenters. Conference registration materials will be mailed directly to all confirmed presenters. Thank you.

Presenter's Name: _____ Title: _____

Department: _____

Name of Organization/Institution: _____

Mailing Address (*please no PO Box numbers*): _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Presenter's Name: _____ Title: _____

Department: _____

Name of Organization/Institution: _____

Mailing Address (*please no PO Box numbers*): _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Presenter's Name: _____ Title: _____

Department: _____

Name of Organization/Institution: _____

Mailing Address (*please no PO Box numbers*): _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

PROPOSAL SUBMISSION FORM A
SKILL-BUILDING WORKSHOPS, STORY SESSIONS, AND PARTNERSHIP BLOOPERS

Please answer all of the following sections without using any additional space.

You may recreate this form in Word if you are unable to type directly into it.

Please use 10 Point Arial Font.

PROPOSAL TITLE: _____

NAMES AND ORGANIZATIONAL AFFILIATIONS OF PRESENTERS (as you would like them to appear in the conference program – Please **DO NOT** list academic degrees):

GOALS AND SPECIFIC LEARNING OBJECTIVES OF THE SESSION:

DESCRIPTION OF THE SKILL AREA, ISSUE, TOPIC OR STORY TO BE ADDRESSED AND HOW IT RELATES TO THE CONFERENCE THEME:

DESCRIPTION OF THE METHOD(S) USED TO FACILITATE INTERACTIVE DISCUSSION:

A BRIEF AGENDA FOR THE SESSION:

**PROPOSAL SUBMISSION FORM B
POSTERS & SITE VISITS**

**Please answer all of the following sections without using any additional space.
You may recreate this form in Word if you are unable to type directly into it.
Please use 10 Point Arial Font.**

TITLE OF POSTER/SITE VISIT: _____

NAMES AND ORGANIZATIONAL AFFILIATIONS OF PRESENTERS (as you would like them to appear in the conference program – Please DO NOT list academic degrees):

For Posters:

PROGRAM/RESEARCH/EVALUATION BACKGROUND (including goals, objectives, and methods):

For Site Visit:

BACKGROUND INFORMATION ON SITE (including information about the partnership and partners):

For Posters:

FINDINGS AND THEIR IMPLICATIONS :

For Site Visits:

RATIONALE FOR HOW VISITING THE SITE FITS WITHIN THE CONFERENCE THEME AND A BRIEF AGENDA OF THE VISIT:

CONFERENCE PLANNING COMMITTEE

Juan Carlos Belliard, School of Public Health, Loma Linda University, Loma Linda, CA
Gloria Roberts Brown, Historically Black Colleges and Universities Faculty Development Network, Tougaloo, MS
Ella Cleveland, Association of American Medical Colleges, Washington, DC
Barry Daneman, University of Missouri – Kansas City, School of Dentistry, Kansas City, MO
Stuart Feldman, University of Georgia, Biomedical and Health Sciences Institute, Athens, GA
Paul Freyder, Public Inebriate Program, Salvation Army of Pittsburgh, PA
Lewis Lefkowitz, Vanderbilt University School of Medicine, Nashville, TN
Lynn Lotas, Case Western Reserve University School of Nursing, Cleveland, OH
Dan Malleck, Brock University, Ontario, Canada
Margaret McCahill, St. Vincent De Paul Village Medical Clinic, San Diego, CA
Jason Patnosh, National Association of Community Health Centers, Washington, DC
Paula Reams, Kettering College of Medical Arts, Kettering, OH
Chara Stewart, UALR Share America, Little Rock, AR
Cheri Tolle, Markey Cancer Center Cancer Control Program, Lexington, KY

The potential is enormous for community-campus partnerships to transform learning and the discovery of new knowledge, to redefine traditional relationships between communities and higher educational institutions, to renew civic responsibility and to improve the overall health of communities.

~ Partnership Perspectives Magazine, Spring 2000

To receive additional copies of the call for proposals, please visit our website at www.ccph.info ~ contact our fax-on-demand by dialing 1-888-267-9183 and select document #202 ~ or contact us at 415-476-7081 or ccph@itsa.ucsf.edu to request a hard copy

Community-Campus Partnerships for Health
University of California, San Francisco
Box 1242
San Francisco, CA 94143-1242

TO:

Return Service Requested

Community-Campus Partnerships for Health's
7th Annual Conference

Taking Partnerships to a New Level: Achieving Outcomes, Sustaining Change
April 26 – 29, 2003

CALL FOR PROPOSALS INSIDE
Submission Deadline:
October 25, 2002