

2019 CALL FOR PROPOSALS

TRACK TITLES & DESCRIPTIONS

To break down industry silos and increase cross-sector collaboration, tracks at the Summit are flexible and cover what we believe to be the most influential forces in community and population health today. While sessions may fit into more than one track, each prospective presenter should indicate the track within which the session would fit best.

Addressing Social Factors for Better Patient Outcomes: Effective Partnerships Between Healthcare and Non-Healthcare Sectors

To improve health outcomes of their patients, health care system innovators are experimenting with strategies to address the social and environmental factors impacting their patients' health. These strategies often include partnering with and integrating the work of professionals who specialize in addressing non-healthcare factors, including housing, legal issues, parenting support, healthy behaviors, and food insecurity. Sessions in this track will share promising practices and lessons learned for linking or integrating medical care and non-medical services, and discuss individual, institutional, and system-level challenges and supports for partnerships between health care and other sectors.

We encourage session proposals that will:

- Be candid about the challenges faced in working across sectors, including issues such as differences in culture, terminology, goals, and outcome measurement;
- Discuss outcome measurement and/or financial sustainability

Topics of interest (include but are not limited to):

- Experiences of Patient-Centered Medical Homes or other primary care practices integrating non-medical services into their care delivery models
 - Role of payors in facilitating clinical and non-clinical integration
 - Programs that address or reduce adverse childhood experiences
 - Programs with demonstrated health behavior change
 - Funding and sustainability
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Selling Health: Effective Communication to Drive Change

Health communication plays an important role not just in disseminating health information, but in influencing behavior, supporting individuals' desires to live healthier, improving communications between practitioners and the public, and facilitating collaboration. Sessions in this track will focus on encouraging healthy behaviors and communicating with decision-makers.

We encourage session proposals that will:

- Be candid about the challenges of influencing health through communication
- Prioritize health behavior and outcome metrics as measures of success over engagement metrics like views, clicks, likes, and retweets

Topics of interest (include but are not limited to):

- Use of storytelling and public narrative to catalyze action
- Measuring impact of health communication
- Making the most of both qualitative and quantitative information

To submit your proposal, please visit: <https://healthiertextassummit.com/>

Submit by 11:59 pm CST on May 10, 2019

- Effective data visualization and use of technology
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Advancing Health Equity: Strategies for Systemic Change

Every person should have the opportunity to achieve optimal health, yet good health is not distributed evenly across populations. To achieve health equity, we need to implement changes to systems that impact health, as well as examine our own implicit biases as leaders and practitioners. Systemic changes include examining and refreshing policies and practices of agencies and institutions. This track will focus on creating institutional and systemic change, including strategies for identifying and addressing institutional racism and implicit biases. Session presenters will share tools, processes, assessment strategies, and lessons learned.

We encourage session proposals that will:

- Provide experiential opportunities, including allowing participants to process their lived experiences and develop a deeper understanding of themselves and others
 - Provide specific tools that organizations and individuals can use to examine policies, practices, organizations, and systems through a health equity lens
 - Describe a case study of systemic change aimed at increasing health equity, including challenges and lessons learned
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Harnessing Information: Approaches to Sharing and Using Data to Power Cross-Sector Collaboration and Health Improvement

Sound public health investments and successful collaborations require effective systems for sharing and utilizing data and information. Inability to share data across (or within) organizations prevents the strategic and innovative use of data for the benefit of Texans and wastes valuable resources. This track includes sessions focused on data-sharing and data utilization for population health improvement.

We encourage session proposals that will:

- Describe promising practices, lessons learned, and indicators of progress for sharing data and information, particularly in multi-institutional and multi-sector partnerships;
 - Describe innovative, effective and efficient approaches to unlocking the power of data for decision-making, evaluation, and quality improvement
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Fostering Healthy Places: Cross-Sector Approaches to Improve Health Where Texans Learn, Earn, and Pray

Healthier institutions support healthier people; this is especially true of the spaces in which we spend so much of our lives. Creating deep and lasting health improvements in these settings requires a systemic approach that empowers individuals to become change agents for their health and the health of others. Sessions in this track will focus on improving health within institutions like schools, workplaces, and places of worship, through partnerships with organizations outside of the target institution.

We encourage session proposals that will:



- Describe programs or initiatives that are focused on a particular population connected to an institution (e.g., employees, school staff and students, congregations), involve partnerships with organizations outside that institution, and have demonstrated health outcomes;

Deep-dive sessions should go into detail on at least one of the following:

- Funding and sustainability, with a preference for projects that do not currently rely on grants or other philanthropic funding sources
- Challenges faced in working across sectors, including issues such as differences in culture, terminology, goals, and outcome measurement;
- Include discussion of process and outcome measurement strategies and challenges.

Topics of interest (include but are not limited to):

- Role of schools, employers, or faith-based organizations in supporting population mental health and well-being for students, employees, or congregations

Building Healthy Communities: Collective Action to Drive Systemic Change

In order to transform health, we must collectively build communities in which all people have the opportunity to thrive. When organized and led effectively, cross-sector coalitions and non-traditional partnerships at local and state levels are uniquely capable of driving systemic change toward the creation of this culture of health. Sessions in this track will focus on the use of collective action to catalyze the creation of thriving communities through better policies, built environments, and public spaces.

We encourage session proposals that will:

- Describe coalitions, collaborations, and partnerships involving multiple sectors that have worked effectively together to produce demonstrated health outcomes
- Provide examples of collective action leading to health-supporting policies at the state or local level, including policies outside of healthcare (i.e., health in all policies perspective)
- Describe strategies for effective programming in public spaces and shared-use of community resources

Deep-dive sessions should go into detail on at least one of the following:

- Challenges faced in working across sectors to create systemic change in policy and/or culture (and strategies or solutions to addressing such challenges)
- Recommendations for concrete ways to facilitate change through collective action

Topics of interest (include but are not limited to):

- Strategies and examples of effective programming for public spaces
 - Shared-use of community resources, such as school-community parks
 - Experiences of Community Health Collaboratives (CHCs) in building a culture of health within their defined communities
 - Innovative use of the built environment to promote community health
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