

*Advancing Wellness Together: 2023 Louisiana
Health and Healthcare Equity Conference*

October 4 – 6, 2023
New Orleans, Louisiana

Humana
Healthy Horizons®
in Louisiana

Louisiana Chapter

INCORPORATED IN LOUISIANA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



Rhodes College
INSTITUTE FOR HEALTH EQUITY
AND COMMUNITY JUSTICE



DILLARD
UNIVERSITY



**United
Healthcare**
Community Plan

Partner Prospectus

The *Advancing Wellness Together: 2023 Louisiana Health and Healthcare Equity Conference* is a one-day conference held on October 5, 2023 in New Orleans, LA that will focus on a comprehensive health equity strategy in alignment with existing Louisiana Department of Health efforts through the Bureau of Minority Health and the Office of Community Partnerships & Health Equity The Louisiana Health Equity Plan, drawing on key component of nationwide equity strategy and expanded through the key philosophy of the Louisiana Department of Health's Health Equity Plan: "Nothing about me without me."

This conference is hosted by Humana Healthy Horizons in Louisiana, United Healthcare Community Plan and Louisiana American Academy of Pediatrics in partnership with Rhodes College and Dillard University to bring together health equity advocates and decision makers to address the health inequities experienced by race, ethnicity, language, disability status, urban/rural geography and gender.

The Audience

On October 5, the Advancing Wellness Together: 2023 Louisiana Health and Healthcare Equity Conference aims to be a collaborative learning environment where diverse people, including Louisianans, assemble to share ideas, viewpoints, and actionable approaches to advance equity.

We expect strong representation from the following sectors:

Counselors	Physicians (MDs)
Addiction Counselors	Physician's Assistants
Psychologists	Nurse Practitioners, Nurse-Midwives, Clinical Nurse Specialists
Social Workers	Doctors of Osteopathy (DOs)
Academics, students & researchers	Local and state elected officials
Licensed Marriage and Family Therapists	Public policy professionals

The Partner Sponsors

Our primary focus is to develop strong partnerships and bring together a diverse group of stakeholders. The event provides a platform for community, healthcare, equity, and business leaders to build strong relationships and work collaboratively to advance health equity movement in our communities.

Each partner sponsor will receive the identified benefits that are part of the available packages. If you would like to discuss other sponsorship options or modify a package to meet your specific needs, please contact us and we will make every effort to accommodate your requests.



The Program

The Advancing Wellness Together: 2023 Louisiana Health and Healthcare Equity Conference program features rigorous courses, breakout activities, and relationship building opportunities. The conference opens on Wednesday, October 4th at the Hotel Peter and Paul with an invitation only networking reception designed to bring together our speakers, attendees, and special guests. The Conference program start on Thursday October 5th at 8:00 a.m. and are designed to engage attendees in discussions that address health inequities, encourage participants to act on their perspectives, and integrate equity across the full scope of healthcare practice.

Agenda

Subject to Change

Wednesday, October 4th

5:30 p.m. – 7:30 p.m. Opening Reception (invitation only) Hotel Peter & Paul

Thursday, October 5th

8:00 a.m. – 9:00 a.m. Check In / Breakfast / Networking Dillard University

9:00 a.m. – 9:05 a.m. Welcome from Dillard University Dillard University

9:05 a.m. – 10:50 a.m. Justice is Part of the Job – New Orleans Region Dillard University

10:50 a.m. – 11:00 a.m. Break Dillard University

11:00 a.m. – 12:00 p.m. Bias and the Promise of Equitable Centered Care Dillard University

12:30 p.m. – 1:30 p.m. Lunch Dillard University

1:30 p.m. – 3:00 p.m. Change: From Learning About Equity to Build Equity Dillard University

4:00 p.m. – 6:00 p.m. Tour of Tremé (optional)

Friday, October 6th

8:30 a.m. – 10:15 a.m. Justice if Part of the Job – Baton Rouge Region

11:00 a.m. – 12:45 p.m. Justice is Part of the Job – North and Central Louisiana

1:30 p.m. – 3:15 p.m. Justice is Part of the Job Bayou Parishes Region

4:00 p.m. – 5:45 p.m. Justice is Part of the Job – Southwest Parishes Region

Completion of this course fulfills Medicaid’s Health Equity continuing education requirements. Below are the workshops included in this course. Full attendance for each workshop is required to receive continuing education credit. Attendance from only one (1) regional “Justice is Part of the Job” workshop is needed to fulfill requirements.

For additional information on continuing education (CE) credit please visit: [Advancing Wellness Together: 2023 Louisiana Health and Healthcare Equity Conference | TPN.health](https://www.tpn.health/advancing-wellness-together-2023-louisiana-health-and-healthcare-equity-conference)



Course Descriptions

Justice is Part of the Job: Understanding the Social Forces that Affect Health

Offered Regionally

This course introduces the biological bridge that links social differences to health disparities and explores how those social differences result from a long history of policy choices that deliberately left racial and ethnic minorities at a disadvantage. The first part of the lecture explores how social inequality produces a stress response that, over time, causes diseases like diabetes, hypertension, and stroke. The second part explores the lives and family histories of two children who inherit social inequalities that produce different health outcomes.

First, Do No Harm: Understanding Bias in Healthcare

Our brains evolved for bias. The drive to find nutritious foods in a world filled with potentially lethal options produced a brain that prioritizes the familiar and assumes patterns are true. The result is that we belong to a species that defaults to status quo patterns of social power. The result for healthcare providers can be forms of bias that produce disparities in the quality of clinical care offered to stigmatized individuals. This course introduces ways we can reduce defensiveness about bias so that we can take responsibility for it and mitigate its effects. Our evolutionary heritage also left us not only with bias but also with ways to train our intuitions to disrupt it.

Change: From Learning About Equity to Building Equity

The concept of health disparities is not new. Since at least the 16th century, politicians, ‘scientists,’ and colonial authorities have explored divergences in the health of indigenous, colonial, and often slave populations. Early medical journals in the United States were filled with descriptions of the poor health of African slaves. Yet, in the past several decades, this long-known reality has been transformed into a ‘problem’ for our major health care, political, scientific, and philanthropic institutions. Yet, knowledge about health inequality and the social determinants of health does nothing to build durable health equity infrastructure. This talk will explore change mechanisms that can shift health equity from curriculum to healthcare practice.

Program Activities

Tour of Tremé (optional)

Our Sacred Stories: The Living History of New Orleans is a guided walking tours of the French Quarter and the Creole Faubourg Tremé, sharing the authentic stories of history, culture, and traditions of this unique city. The intent is to make guests fall deeply, madly, and completely in love with the most unique African, Indigenous, French, and Spanish city in America. Offering the true history of the city and treat the most difficult subjects with respect and compassion. Not only telling the stories of New Orleans – showing how we are a part of its history and culture.



2023 Sponsorship Levels and Benefits

Champion (limit 2) \$50,000

- Six (6) reserved seats
- One (1) company representative to present remarks during conference
- Six (6) invitations to the opening reception (invite only)
- Acknowledgement in press release
- Acknowledgement on all event promotional materials (signage, email announcements, listing on event website, social media)
- Acknowledge on final report
- Acknowledgement on video sessions (post-conference)

Presenting \$25,000

- Four (4) reserved seats
- Four (4) invitations to the opening reception (invite only)
- Acknowledgement in press release
- Acknowledgement on all event promotional materials (signage, email announcements, listing on event website, social media)
- Acknowledge on final report
- Acknowledgement on video sessions (post-conference)

Partner \$15,000

- Two (2) reserved seats
- Acknowledgement in press release
- Acknowledgement on all event promotional materials (signage, email announcements, listing on event website, social media)
- Acknowledge on final report
- Acknowledgement on video sessions (post-conference)

Sponsorship Payment and Cancellation Terms

Payment is due upon receipt of agreement. Sponsor benefits will not be executed until payment has been received. Sponsorships should be made payable to the Louisiana Chapter of the American Academy of Pediatrics.

LAAAP must receive payment at least 20 days prior to the event date. If not received, sponsorship may be cancelled, agreement will be considered void and sponsor benefits will not be executed.

Cancellation notice must be sent to the Ashley Politz at Ashley.politz@laaap.org

For additional information or inquiries about sponsorships please reach out to:

Jessica Datin
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Ashley Politz
Ashley.poltiz@laaap.org

