



## Community-Campus Partnerships for Health Call for Proposals ~ Deadline: Friday October 10, 2008

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### Creating the Future We Want to Be: Transformation through Partnerships

CCPH 11th Conference • April 29-May 2, 2009 • Milwaukee, WI, USA

#### INTRODUCTION

**Community-Campus Partnerships for Health (CCPH)** is convening our 11th Conference, April 29-May 2, 2009 in Milwaukee, Wisconsin, USA, to nurture a growing network of community-campus partnerships that are striving to solve our most pressing health, social and economic challenges.

CCPH was founded in 1996 to promote health (broadly defined) through partnerships between communities and higher educational institutions. We are a growing network of communities and campuses across the United States, Canada and increasingly the world that are collaborating to promote health through service-learning, community-based participatory research, broad-based coalitions and other partnership strategies. We are tied together by our commitment to social justice and our passion for the power of partnerships to transform communities and academe.

Our strategic goals include:

- Combining the knowledge, wisdom and experience in communities and in academic institutions to solve the challenges facing our society
- Building the capacity of communities and higher educational institutions to engage each other in authentic partnerships
- Supporting communities in their work with academic partners
- Recognizing and rewarding faculty for community engagement and community-engaged scholarship
- Developing partnerships that balance power and share resources among partners
- Ensuring that community-driven social justice is central to service-learning and community-based participatory research

With its focus on *Creating the Future We Want to Be*, the conference seeks to empower individuals and partnerships to create a just and sustainable future, so that we need not be passive participants in the status quo or mere witnesses to the change determined by others.

With its focus on *Transformation through Partnerships*, the conference seeks to highlight the power of partnerships to lead and inspire transformation at all levels:

*Societal transformation* – Creating social justice by changing inequitable systems, policies, culture and values, and by fundamentally redefining how we understand community, health, science, knowledge and evidence.

*Institutional and organizational transformation* – Creating institutional justice by challenging and changing assumptions, systems, policies, culture, and values of the everyday organizations in which we work as well as the major institutions that shape and govern us.

*Personal transformation* – Creating interpersonal justice by encouraging self-reflection and challenging personal assumptions and values in ways that strengthen capacity and commitment to work for social justice.

## **CONFERENCE GOALS AND OBJECTIVES**

The conference aims to:

- *Mobilize and inspire* community-campus partnerships to address the root causes of health, social and economic inequalities
- *Demonstrate and celebrate* the power and potential of community-campus partnerships to transform at all levels
- *Build the capacity* of communities and institutions to engage in authentic partnerships
- *Provide an inclusive and dynamic forum* to network, share information and build skills
- *Foster peer networks* around shared roles, interests and goals
- *Facilitate* participants' commitment to specific actions they can take to advance social justice
- *Shape* the program and policy agendas of CCPH and co-sponsoring organizations
- *Transform* the community-campus partnerships movement by connecting people, partnerships and networks from around the world

Through their active involvement in the conference, participants will:

- *Deepen* their understanding of how partnerships can transform at all levels
- *Reflect* on how they have been transformed through their involvement in community-campus partnerships
- *Achieve* their most important objective in coming to the conference
- *Commit* to concrete and specific actions they will take upon returning home
- *Establish* a peer group for continued learning
- *Leave the conference energized and motivated!*

## **CONFERENCE PARTICIPANTS**

The conference is expected to draw a diverse group of over 500 participants from across the U.S., Canada and other countries, reflecting key stakeholders in community-campus partnerships, including leaders from grassroots, community-based and non-profit organizations, government agencies, philanthropies, professional associations, schools, higher educational institutions and student service organizations.

Conference participants will include both those who are new to community-campus partnerships and looking for the basics to get started, and those who have been involved for many years and are looking for more advanced knowledge, skills and connections. We extend a special invitation to youth, students, junior faculty and community leaders who are just beginning their involvement in service-learning and community-based participatory research.

The community-campus partnership movement is indeed a global one. We also extend a special invitation to the leaders and members of national and international networks of community-campus partnerships from around the globe to participate.

## CONFERENCE LOCATION

We chose Milwaukee, WI USA for the conference to celebrate our new home there at the Medical College of Wisconsin, under the leadership of our new Executive Director, Cheryl Maurana. Milwaukee has enormous assets to offer conference participants, both as a hub for community-campus partnerships and as a tourist destination.

*As a hub for community-campus partnerships:* The Milwaukee area has over 27 higher educational institutions, most of which are engaged in community-campus partnerships. Milwaukee is also home to the Healthier Wisconsin Partnership Program that has awarded nearly \$24 million to 102 community-academic partnerships committed to improving the health of Wisconsin residents. Conference participants will have an opportunity to learn in-depth from local partnerships during community site visits that are an integral component of the conference.

*As a tourist destination:* Located on the southwestern shore of Lake Michigan, Milwaukee is a dynamic and interesting city with many attractions for conference participants to explore during their free time, including the shops, restaurants and views along the RiverWalk, the award-winning architecture and collection of the Milwaukee Art Museum, the local delicacies available at the Milwaukee Public Market, and the art galleries and cafes of the historic Third Ward.

## CONFERENCE SUB-THEMES

Proposals are being solicited for the major conference sub-themes described below. These are not mutually exclusive and you may check more than one sub-theme in your conference proposal. See pages 6-7 for descriptions of possible session formats. **As you read through the sub-themes and session formats, we encourage you to think creatively and boldly about what you might propose to present.**

### 1) Journeys of transformation

We are seeking proposals that demonstrate the transformational power of community-campus partnerships. *For example:*

- *A story session* in which a faculty member shares his transformation from being a traditional researcher to becoming a community-based participatory researcher
- *A skill-building workshop* in which a campus team shares how its university – a traditional “ivory tower” institution a decade ago – has transformed into a community-engaged institution
- *A film screening and discussion session* in which a student service organization demonstrates how its mentoring program has transformed the lives of disadvantaged youth
- *A challenges consultation session* in which a community activist who now serves as a university-employed community liaison facilitates a discussion of the challenges inherent when one’s identity begins to transform and the line between “community” and “campus” begins to blur

### 2) Sustaining partnerships and the outcomes they achieve

We are seeking proposals that demonstrate how partnerships and the outcomes they achieve can be sustained over time. *For example:*

- *A pre-conference workshop* in which a long-standing partnership teaches others how to develop and sustain a partnership governing board, policies and procedures

- *A story session* in which partners describe how they weathered changes in funding to sustain their efforts
- *A skill-building workshop* that teaches participants how to assess and document the social value of community-based programs
- *A poster session* in which a university documents how changes in its promotion and tenure policies have helped to sustain faculty involvement in community-campus partnerships

### 3) **Building capacity**

We are seeking proposals that demonstrate strategies for building capacity among all partners involved in a partnership. *For example:*

- *A pre-conference workshop* that trains participants in how to assess organizational readiness for community-based participatory research and strategies for building capacity in areas identified by the assessment
- *A story session* in which a faculty member describes her strategic approach to introducing service-learning into her school's curriculum and building support among faculty and administrators
- *A skill-building workshop* in which a partnership demonstrates its curriculum for building partner skills in writing grants and conducting research
- *A poster session* in which a university describes how its faculty development program has built faculty capacity for community-engaged scholarship

### 4) **Community-campus partnerships as a global movement**

We are seeking proposals that demonstrate community-campus partnerships from across the globe. We are especially interested in sessions that are proposed and sponsored by international networks of these partnerships. *For example:*

- *A pre-conference workshop* that teaches participants how and why to use tools for social networking, such as wikis and blogs
- *A story session* in which partners from different countries describe how they forged a partnership that is working to eliminate poverty in the developing world
- *A skill-building workshop* on what a Science Shop is and how to develop one
- *A poster session* that describes the history and evolution of an international network

### 5) **Innovative and promising partnership practices**

We are seeking proposals that demonstrate innovative and promising practices in partnerships. *For example:*

- *A story session* in which partners demonstrate how they've put into practice the CCPH principle of "balancing resources and sharing power" in the way they develop proposals for funding, determine which entity serves as fiscal agent and decide how funds are allocated
- *A skill-building workshop* in which presenters from a community-based organization share tips and strategies for developing a community research agenda and engaging faculty and students as partners in implementing it
- *A challenges consultation session* in which a funding agency program officer facilitates discussion of the challenges of including both community members and university-based researchers as peer reviewers
- *A film screening and discussion session* in which a partnership demonstrates how it celebrates and evaluates its partnership through an annual symposium

## 6) Community-based participatory research as a tool for social justice

We are seeking proposals that demonstrate community-based participatory research (CBPR) as a tool for social justice. By CBPR, we mean “a partnership approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process; with all partners contributing their expertise and sharing responsibility and ownership to enhance understanding of a given phenomenon, and to integrate the knowledge gained with interventions to improve the health and well being of community members.”<sup>1</sup> We welcome proposals that use a different term to describe work that has similar meaning (e.g., action research, empowerment research, community owned and managed research).

*For example:*

- *A pre-conference workshop* on developing a community-based research ethics board
- *A story session* in which an environmental justice coalition demonstrates how their CBPR partnership led to passage of state legislation
- *A skill-building workshop* in which a CBPR partnership shares the curriculum they've developed to equip community members and researchers with advocacy skills, and teach participants how to adapt it for use in their settings
- *A film screening and discussion session* in which a CBPR partnership demonstrates how they engaged Aboriginal youth in using video voice as a tool for social justice

## 7) Interprofessional, interdisciplinary and/or intersectoral collaborations

We are seeking proposals that demonstrate interprofessional, interdisciplinary and/or intersectoral collaborations. *For example:*

- *A story session* in which a community health center describes how they have engaged students and faculty from multiple colleges and universities (and multiple departments within) in their efforts to eliminate racial and ethnic health disparities
- *A skill-building workshop* in which a coalition working to create a more livable community shares knowledge and tools for effective collaborations between the housing, economic development, transportation and public health sectors
- *A challenges consultation session* in which a campus team facilitates discussion of the challenges to interprofessional collaboration that are posed by university policies and structures
- *A poster session* in which a partnership documents the outcomes of a service-learning course in which teams of students in medicine, nursing, pharmacy, public health and social work serve and learn together in inner-city public schools

## 8) Youth and student leadership

We are seeking proposals that demonstrate the leadership roles played by youth and students in community-campus partnerships. *For example:*

- *A story session* in which a group of high school students describe how they worked with local residents to convert an abandoned lot into a community garden
- *A skill-building workshop* in which a group of youth who were peer researchers in a community-based participatory research project teach participants how to engage and involve youth as peer researchers

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<sup>1</sup> Israel BA, Schulz AJ, Parker EA, Becker AB. (1998). Review of Community-Based Research: Assessing Partnership Approaches to Improve Public Health. *Annual Review of Public Health* 19: 173-202.

- *A challenges consultation session* in which leaders of a student service organization facilitate discussion of the challenges to sustaining student-led initiatives
- *A poster session* in which a medical student reports on the process and outcomes of her service-learning project

## **POSSIBLE SESSION FORMATS**

Proposals are being sought for the following session formats that address one or more of the conference sub-themes described on pages 3-6:

**Pre-conference workshops (April 29)** are three hours in length, allowing for in-depth examination of a topic. They can be designed and structured a number of ways. They can be instructional sessions, for example, in which presenters teach and discuss particular skills and techniques that accomplish specific learning objectives. They can also be designed as working sessions in which participants work together to achieve a shared goal, such as developing a research agenda, devising a set of principles, or drafting a policy statement.

**Skill-building workshops (April 30, May 1, May 2)** are instructional sessions in which presenters teach and discuss particular skills and techniques. Workshops accomplish specific learning objectives designed to provide participants with increased competence in an area of importance to the conference theme and goals. They include time to explore how the covered skills and techniques can be applied in the participants' settings. Skill-building workshops are 90 minutes in length.

**Story sessions (April 30, May 1, May 2)** reflect the genuine and authentic experiences of the presenters. They emphasize the telling of stories that have valuable lessons to share. We especially encourage stories of "what didn't work and why," lessons learned from mistakes and strategies for addressing the challenges discussed. Story sessions are 90 minutes in length.

**Challenges consultation sessions (April 30, May 1, May 2)** provide an opportunity for presenters to share challenges they are facing and strategies they have used to address them, and engage participants as consultants in devising a broader range of possible solutions. The challenges posed should be likely to be shared by other participants. *For example:* "How can we leverage the economic assets of our university to create jobs in our local community?", "How can we successfully prepare students and faculty for community engagement?" or "How can we ensure that community capacity building is central to community-based participatory research?" Challenges consultation sessions are 90 minutes in length.

**Film screening and discussion sessions (April 30, May 1, May 2)** feature one or more films on topics related to the conference theme, followed by opportunities for questions, answers and group discussion with the filmmaker(s). Film sessions are 90 minutes in length.

**Posters (April 30, May 1, May 2)** are designed to visually display information and can include the presentation of conceptual frameworks, research or evaluation findings along with their implications for practice, policy or further study. All accepted posters will be displayed on 4 x 8 poster boards in the Poster Hall (no additional audiovisual aids are permitted). The Poster Hall will have regular hours for viewing, including specific times for presenters to stand by their posters and discuss them with participants. *Unless otherwise indicated by the submitting presenter, accepted posters will also be considered for a thematic poster session, described below.*

**Thematic poster sessions (April 30, May 1, May 2):** Posters selected for a thematic poster session will be grouped into a set of 4-6 posters that share a common theme or focus. Each poster will be displayed on a 4 x 8 foot poster board (no additional audiovisual aids are permitted). Thematic poster sessions are 90 minutes in length. This timeframe includes 30 minutes for participants to view the posters, 25 minutes for oral summaries by the poster presenters, and 35 minutes for group discussion. An invited moderator facilitates discussion and encourages participants to raise questions and share experiences pertinent to themes raised by the posters.

## WHAT WE ARE LOOKING FOR IN PROPOSALS

In soliciting proposals, the conference planning committee has these main objectives:

- To achieve the goals and objectives of the conference.
- To highlight exemplary models of community-campus partnerships.
- To ensure that the voices of those most affected by the issue or problem are heard.
- To ensure that sessions combine a strong depth of content *and* an emphasis on interactive and creative approaches to teaching and learning that stimulate discussion.
- To ensure that sessions go beyond describing a particular partnership, project or issue to also (a) analyze what worked, didn't work and why and (b) facilitate the ability of participants to apply the information shared.

## HOW PROPOSALS WILL BE REVIEWED AND SELECTED

Proposals will be reviewed by members of the conference planning committee (listed on page 10) and CCPH staff. Proposals are expected to meet these minimum criteria:

- Adherence to proposal submission instructions.
- Relevance to the conference theme, goals and objectives.
- Potential for engaging participants in substantive discussions.
- Clarity of writing.

## EXPECTATIONS OF PRESENTERS

**All presenters must register for the conference.** Submitting presenters must indicate their agreement with the Submitting Presenter Agreement included in the Proposal Submission Forms:

*"As the Submitting Presenter and main contact for this proposal, I understand that if this proposal is accepted, all presenters are expected to register and pay the registration fee for the conference and that it is my responsibility to inform my co-presenters of this requirement. If presenter registration fees are not received by the due date indicated in the acceptance letter, the session 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 provide [audiovisual aids – see form for specifics as this varies by type of session]. If additional audiovisual aids are needed, the expense involved will be paid by the presenters prior to the conference unless otherwise indicated in writing from CCPH."*

**Budget now to attend the conference.** The early-bird registration fee for premium individual or organizational members of CCPH will not exceed \$450 USD. Organizational members can register up to 4 people at the member rate. The early-bird registration fee for e-members or non-members of CCPH will not exceed \$550 USD. If you're not yet a member of CCPH, we

encourage you to join today! CCPH members receive substantial discounts on fees not only for the conference but for training institutes, technical assistance services, publications and more! CCPH member benefits are described in more detail at <http://depts.washington.edu/ccph/members.html>. You may join online by credit card at [www.RegOnline.com/8776](http://www.RegOnline.com/8776) or by check sent with this form: [http://depts.washington.edu/ccph/pdf\\_files/Brochure%20Final.pdf](http://depts.washington.edu/ccph/pdf_files/Brochure%20Final.pdf).

Room rates at the conference hotel, the Hilton Milwaukee City Center, will be \$135 USD for a single or double, plus tax.

**Fundraising to attend the conference.** For fundraising ideas, we recommend the article “8 Ways to Raise \$2500 (or more) in 10 days (or less, sometimes)” from the September/October 2003 issue of the Grassroots Fundraising Journal at [http://depts.washington.edu/ccph/pdf\\_files/WaysRaise2500in10Days.pdf](http://depts.washington.edu/ccph/pdf_files/WaysRaise2500in10Days.pdf). Local foundations are possible sources of support, as this article about how a CCPH member raised funds for student participation demonstrates: [http://depts.washington.edu/ccph/PM\\_020907.htm](http://depts.washington.edu/ccph/PM_020907.htm). If you need a letter of support to bolster your fundraising efforts, please contact Alicia Witten at [awitten@mcw.edu](mailto:awitten@mcw.edu).

**Scholarship opportunities.** CCPH is working to secure funds for scholarships to ensure the full participation of students and individuals from community-based organizations and developing countries. To find out how your organization can contribute, please contact Alicia Witten at [awitten@mcw.edu](mailto:awitten@mcw.edu). Details on the status of available scholarship funding and application instructions will be sent when the submitting presenters are informed about a decision on their proposals. Check the CCPH website at [www.ccph.info](http://www.ccph.info) for the latest information.

## INSTRUCTIONS FOR SUBMITTING A PROPOSAL

The Proposal Submission Form is available at <https://catalysttools.washington.edu/webq/survey/ccphuw/58511>

Please complete the Proposal Submission Form and **submit it no later than 5 pm Pacific Time on Friday October 10, 2008.**

\* Note to submitting presenters of film screening and discussion proposals: In addition to completing the online proposal submission form, mail a copy of the film and a self-addressed, stamped return envelope to CCPH by Friday October 10, 2008. Please see Proposal Submission Form for details.

## IMPORTANT DATES

### Proposal submission deadline

Submitting presenter notified of decision on proposal  
Deadline for presenters to confirm their participation  
Early bird registration deadline  
Advance registration deadline

### Friday October 10, 2008

By December 1, 2008  
December 2008  
March 2009  
April 2009



## **QUESTIONS?**

If you have questions about the suitability of your proposal, experience technical difficulties with the proposal submission process, or need information on any aspect of the conference or CCPH, please contact us by phone at (414) 456-8191 or by e-mail at [ccph@mcw.edu](mailto:ccph@mcw.edu).

## **CONFERENCE AGENDA**

CCPH conferences are noted for their emphasis on inclusion, experiential learning and subsequent action. Outcomes of past CCPH conferences have included those at national and international levels, such as principles of good practice and policy recommendations, and those at community levels, including new connections, new ways of thinking, and relationships between communities and campuses that come closer to the principle-centered partnerships we are striving to achieve.

The conference agenda is designed to facilitate opportunities for participants to engage in substantive discussions, gain new knowledge and practical skills, think critically about their work and take action individually and collectively. In addition to the session formats described above, the conference also features dynamic and inspiring keynote presentations, facilitated discussions by peer group and interest area, agenda-setting sessions, educational exhibits, community site visits and opportunities for informal networking. During the conference, several awards are given in recognition of outstanding accomplishments, including the 8<sup>th</sup> annual CCPH award for exemplary community-campus partnerships and “viewer’s choice” awards given to the best posters. More information about the CCPH annual award, including nomination guidelines and past recipients, is available on our website at [www.ccph.info](http://www.ccph.info).

To view a tentative day-by-day agenda for the conference, visit [www.ccph.info](http://www.ccph.info).

## **CONFERENCE PROCEEDINGS**

Conference proceedings will be published online and consist of edited transcripts of plenary presentations, summaries or brief articles based on selected sessions, an annotated bibliography of resources and a set of participant-generated recommendations and action plans.

Several peer-reviewed journals will be publishing CCPH conference theme issues or sections. Selected authors of proposals accepted for presentation will be invited to submit papers for publication in one or more of these journals. Details will be sent when authors are notified about the outcome of their proposal submission.

## **CONFERENCE PARTNERS**

Our major partner in planning the conference is the Medical College of Wisconsin, our organizational home.

Co-sponsoring organizations, including those listed on the conference website at [www.ccph.info](http://www.ccph.info), are providing in-kind and/or direct financial support for the conference. If your organization is interested in co-sponsoring the conference and/or exhibiting, please contact Alicia Witten at [awitten@mcw.edu](mailto:awitten@mcw.edu).

## ACKNOWLEDGMENTS

We thank the 23 Community Partner Summit participants, who defined authentic community-higher education partnerships as being transformative at all levels, for planting the seed for the theme of this year's conference.<sup>2</sup> We are grateful to members of the Conference Planning Committee (listed below) for shaping the call for proposals and for the passion, creativity, enthusiasm and commitment they bring to the planning process! To learn more about the individuals serving on the committee, visit [www.ccph.info](http://www.ccph.info).

## CONFERENCE PLANNING COMMITTEE

**Hamed Adetunji**, Oxford Brookes University, School of Health & Social Care, Oxford, United Kingdom

**Syed Ahmed**, Medical College of Wisconsin, Family and Community Medicine, Milwaukee, Wisconsin, USA

**Christine Cronk**, Medical College of Wisconsin, Department of Pediatrics, Milwaukee, Wisconsin, USA

**Yvonne Davis**, National Native American AIDS Prevention Center, Albuquerque, New Mexico, USA

**Joshua Edward**, Association for Utah Community Health, Salt Lake City, Utah, USA

**Therese Fish**, University of Stellenbosch, Community Service and Interaction, Cape Town, South Africa

**Elmer Freeman**, Center for Community Health Education, Research and Service (CCHERS), Boston, Massachusetts, USA

**Barbara Gottlieb**, Harvard Medical School, Brookside Community Health Center, Boston, Massachusetts, USA

**Susan Gust**, Community Activist, Minneapolis, Minnesota, USA

**Gary Hollander**, Diverse and Resilient, Milwaukee, Wisconsin, USA

**Shawn Kimmel**, University of Michigan, Ann Arbor, Michigan, USA

**Daniel Korin**, Lutheran Family Health Centers, Riverdale, New York, USA

**Lisa McDonald McGee**, Meharry Medical College, Nashville, Tennessee, USA

**Piper McGinley**, California Campus Compact, San Francisco, California, USA

**Felix Munger**, Scarborough Addiction Services Partnership, Toronto, Ontario, Canada

**Gail Newton**, Greater Rochester Health Foundation Rochester New York, New York, USA

**Pam Reynolds**, Gannon University, Erie, Pennsylvania, USA

**Vivien Runnels**, University of Ottawa, Population Health, Ottawa, Ontario, Canada

**Jonathan Salsberg**, McGill University, Department of Family Medicine, Montreal, Quebec, Canada

**Ellen Servais**, Medical College of Wisconsin, Public and Community Health, Milwaukee, Wisconsin, USA

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<sup>2</sup> Achieving the Promise of Authentic Community-Higher Education Partnerships: Community Partners Speak Out! Seattle, WA: Community-Campus Partnerships for Health, 2007, [www.ccph.info](http://www.ccph.info)