



# **1<sup>st</sup> Annual Dr. Lonnie E. Mitchell HBCU Conference on Health Promotion and Disease Prevention**

**Thursday April 4, – Friday April 5, 2024**

**Bolling Club and Community Center**

**Joint Base Anacostia-Bolling**

**Washington, D.C. USA**



# About

## Dr. Lonnie E. Mitchell

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The former Dr. Lonnie E. Mitchell National Substance Abuse Conference which had its beginning in early 1987, exemplified the legacy and work of the late Dr. Lonnie E. Mitchell, an esteemed educator, administrator, policy advisor and psychotherapist. After earning a BA degree from Lincoln University in 1950, Dr. Mitchell entered American University where he earned M.A. and Ph.D. degrees in clinical-social psychology. As a licensed clinical-social psychologist, Dr. Mitchell worked extensively in the areas of community mental health, human services, youth problems, anti-poverty work, and career development. His vitae contained an extensive list of lifetime accomplishments, among them, Deputy Director and Co-founder of the Area B Community Mental Health Center and Assistant Director and Co-founder of the Institute for Youth Studies, Howard University. In addition, he was the Director of the Center for Afro-American Studies, University of Rochester, Rochester, New York and was President of the Lonnie E. Mitchell Corporation, Inc., founded in 1971.

Dr. Mitchell also served as Chief of the Prevention and Education Branch, at the National Institute on Drug Abuse (NIDA) where he helped to create, and later direct, the International Substance Abuse Training Program for the Department of State. Under his direction, the model for state drug abuse certification was also developed and implemented. Dr. Mitchell also served as Administrator of the Alcohol and Drug Abuse Services Administration (ADASA), within the District of Columbia Department of Human Services.

At the time of his death, he was Professor of Applied Psychology and Rehabilitation Counseling at Coppin State College. While there, he created and directed numerous programs, including:

- The Early Intervention Substance Abuse Program for High Risk Youth Project.
- Preventing AIDS in the IV Drug Use Community: A Program for The Training of Community
- Health Agents and an Orientation to Community Health Outreach Project
- The Coppin State College Annual Substance Abuse Educational Conference
- The International Training Institute
- The Certification Training Institute

During his tenure at Coppin State College, technical assistance was also provided to more than seventy of the HBCUs in getting substance abuse information disseminated, raising awareness, and planning programs. Substance abuse conferences have been sponsored at Allen University, Lincoln University, Howard University, South Carolina State University, University of Arkansas - Pine Bluff, Grambling State University, and Bethune Cookman College. Dr. Mitchell also communicated his vision by establishing a national consortium for Historically Black Colleges and Universities designed to inform, educate and stimulate students, researchers, and faculty, on issues related to substance abuse.

## OVERVIEW

**Conference Name:** Dr. Lonnie E. Mitchell HBCU Conference on Health Promotion and Disease Prevention

**Location:** Joint Base Anacostia Bolling – Bolling Club and Community Center, Washington D.C.

**Date:** April 4 and 5, 2024 (2 days, Thursday - Friday)

**Conference Type:** National HBCU Health Promotion and Disease Prevention Conference.

**Conference Focus:** Health promotion, disease prevention, preventive medicine, and applied health/medical research among African American communities and vulnerable, underserved populations.

**Conference Purpose:** To educate and promote health and disease prevention, improving health and advancing health equity and service in African American communities, especially vulnerable and disadvantaged communities, in the United States.

**Target Audience:** Approximately 500 HBCU students, faculty and professionals in allied and public health and preventive medicine.

**Conference Structure:** 2 Day - Hybrid Conference

- 3 Keynote Speakers
- Exhibit Floor Sessions
- Medical and Health Vendors
- Student Poster Presentations
- Continuing Education Units Offered (National Commission for Health Education Credentialing, Inc.)
- Activities: reception, job fair, raffle/silent action, networking.

## **BACKGROUND**

With the transition of the United States and many foreign countries from a global epidemic into a global pandemic phase of COVID-19 occurrences, establishing effective health promotion and disease prevention programs, initiatives, and strategies within African American communities, is of critical importance in addition to America's economically disadvantaged communities, is essential. To foster stronger health promotion and disease prevention initiatives throughout such communities, the dissemination of beneficial health and medical related knowledge, research reports, and community health assessments is essential to bridge the gap between vulnerable and impoverished communities and foster better collaborative community partnerships across America.

In the past, an annual national HBCU conference was held which focused on substance use disorders and mental health, addressing prevention, intervention, and treatment as well as cutting edge research, policy, workforce development and curriculum development with an emphasis on student involvement. For more than 20 years, this conference flourished, highlighting related pertinent issues for African American and vulnerable communities and informing and supporting thousands of professionals, students and youth. The level of success and empowerment achieved throughout the existence of this conference, helped to close the gap between young and old, as well as community members, stakeholders, and health professionals within African American and economically disadvantaged communities. Unfortunately, this national HBCU conference ceased to be held prior to the COVID-19 pandemic.

## **CONFERENCE RATIONALE AND PURPOSE**

As a result of the many health and medical concerns which may not have been properly addressed among economically disadvantaged and underrepresented communities during the COVID-19 pandemic, this conference has been developed as a means of generating support and potential revenue opportunities, and also, to continue to provide event affiliated faculty, staff, students, and potential stakeholders, with an opportunity to learn and network on both a regional and national level as a part of this national conference initiative.

This conference proposal aims to generate discussion on whether and how to provide conferences in the future (e.g., how many, conference length) and what the future holds for the two-day event. Also, to avoid any potential financial risks, the conference steering group decided to choose a location which may not incur expensive event costs.

## CONFERENCE CONTENT

Potential topical areas or tracks for the conference are as follows:

### ❖ ***Behavioral Health***

- Mental Health
- Substance Use Disorders
- Trauma Informed Care

### ❖ ***Public Health, Epidemiology and Healthcare***

- Health Promotion and Disease Prevention
- Holistic Health and Natural Medicine
- Community Health
- Maternal and Child Health
- Men's Health
- Adolescent Health
- Nursing Care
- Medical Intervention
- Health Technology
- Incarcerated Populations

### ❖ ***Data Analytics and Informatics in Health and Medicine***

- Health Services Research
- Assessment and Analysis of Preventable Diseases and Health Outcomes
- Policy
- Evaluation

The crosscutting themes for these areas are health promotion and disease prevention and applied research.

## EVENT STRUCTURE

The conference will include exhibits, poster presentations and potentially a raffle/silent auction, networking reception and job fair. **Students will be encouraged to submit posters.**

### **Day One (Morning) - Event Opening: Theme - Using Data Informatics and Analytical Methods to Assess the Health of Underrepresented Populations.**

A breakfast plenary with a keynote speaker will open the conference. The conference opening will include short speeches given by the event hosting chairperson(s), welcoming participants to the event. The estimated headcount for this event may be up to 400 guests along with possible celebrity VIP guests, who may serve as opening and keynote speakers for the event.

Breakout sessions will follow the opening plenary. There will also be exhibit hall and poster presentations.

The morning session will end at approximately 12:00pm (noon) EST.

***Note:** Sponsors who contribute to the event may be recognized during the opening ceremony of the event.*

### **Day One: (Afternoon) - Theme: Examining Potential Determinants of Mental Health Outcomes Within at - Risk Communities.**

The session will begin at 12:30pm EST featuring the second keynote speaker.

Additional presentation sessions will follow the opening keynote speech.

The afternoon session will end at approximately 4pm EST.

### **Day Two: Event Closing - Theme - Applying Effective Health Promotion and Disease Prevention Practice to Reduce Health Concerns and Disease Prevalence in Economically Disadvantaged Communities.**

The last day of the conference will be conducted virtually.

The session will begin at 8:30am EST featuring the third keynote speaker.

Additional presentation sessions will follow the opening keynote speech.

The final session will end at approximately 4pm EST.

## EVENT FUNDING

The conference costs will be covered by sponsor contributions, registration, exhibitor fees from medical and health vendors, and in-kind donations and services from relevant organizations.

The following fee structure is proposed:

- Professional Presenters and Attendees: \$50 (early bird registration) \$60 (late registration)
- Student Presenters and Attendees: \$25 (early bird registration) \$30 (late registration)
- Booth Exhibitions: \$300

### ***Sponsorship Levels***

There are four potential levels of sponsorship are as follows:

#### **Main Sponsor: \$1000 or more**

- Name on all literature and marketing about the event.
- Sponsor recognition at the event and on the website.
- 2 VIP tables for the event, seating no more than 20 guests.

#### **Supporting Sponsor: \$500**

- Name on all literature and marketing for the event.
- Recognition at the event and on the website.
- 1 VIP table, seating no more than 10 guests.

#### **Contributing Sponsor: \$300**

- Name on all literature and marketing for the event.
- Recognition on the website.
- Tickets for 6 VIP guests.

#### **General Sponsor: \$200**

- Recognition in the program and on the website.
- Tickets for 4 VIP guests.

Note: Contributing sponsors may be recognized during the opening ceremony of the event according to their sponsorship level.

## EVALUATION

The conference evaluation will include conference surveys which will be completed by participants. These surveys could be completed following each presentation and on the last day of the conference. Registration will collect demographic data such gender, affiliation (school or organization), student (undergrad, graduate), major, profession, etc.

**The selection of keynote speakers will be finalized by the end of the early bird registration period.**

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# Preliminary Conference Agenda

**Note: This agenda will be modified following the end of the early bird registration period.**

## Day 1

7:00 pm - 9:00 pm	Registration and Reception
7:00 am - 8:00 am	Continental Breakfast
8:30 am - 9:00 am	<b>Keynote Address:</b>
9:00 am - 9:10 am	Break
9:10 am - 12:00 pm	Presentations: <b>Data Analytics and Informatics in Health and Medicine</b>
12:00 am - 12:30 pm	Lunch Break
12:30 pm - 1:00 pm	<b>Keynote Address:</b>
1:00 pm - 3:00 pm	Presentations: <b>Behavioral Health</b>
3:00 pm - 3:10 pm	Break
3:10 pm - 3:45 pm	Presentations: <b>Drug and Substance Use / Abuse</b>
3:45 pm - 4:00 pm	Day 1 Announcement of Student Poster Awards. Closing Remarks.

## Day 2

8:30 am - 9:00 am	<b>Keynote Address:</b>
9:00 am - 12:00 pm	Presentations: <b>Public Health, Epidemiology and Healthcare</b>
12:00 am - 12:30 pm	Break
12:30 pm - 3:45 pm	Presentations: <b>Public Health, Epidemiology and Healthcare</b>
3:45 - 4:00 pm	Closing Ceremonies