

MARCH 19-21

2024

ANNUAL  
CONFERENCE

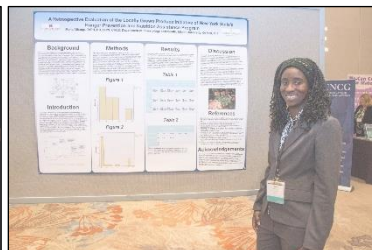


# SOPHE

St Louis

# Justification Toolkit

2024 SOPHE  
Annual Conference



**Society for Public Health Education**  
10 G Street, NE Suite 605 | Washington, DC 20002  
[www.sophe.org](http://www.sophe.org) | [info@sophe.org](mailto:info@sophe.org)



## Justification Toolkit

### Join us in St. Louis

Thank you for your interest in attending the 2024 SOPHE Annual Conference. We are so excited to welcome you to our premiere annual event. The following information can help convince your college/university/employer that your attendance is a sound investment in your professional development.

SOPHE 2024 is the leading conference where health education and promotion professionals and students will explore and tackle discipline-specific challenges, connect with thought-leaders and subject matter experts in health education, and leave with educational resources to share with faculty, students, employers, and colleagues. Some 700-800 behavioral scientists, faculty, practitioners and students from across the U.S. and other countries are expected to attend.

When you propose attending the conference, focus specifically on what you will bring back to your employer/school/university as a return on the investment:

- After attending SOPHE 2024, you will return with new evidence-based research, updated best practices, new tools, and new connections to propel you to the top of your profession.
- SOPHE's Program Committee is planning the conference with **you** in mind. In SOPHE's 74<sup>th</sup> year, we remain an organization that continuously strives to improve and elevate the health of all people, address health equity and social justice, advocate for improved policies and systems, and foster the circle of research and practice. We are committed to addressing the determinants of health and improving health outcomes through health education and promotion in all practice settings.
- SOPHE 2024 provides many opportunities to network and collaborate with people who share your interests. The entire conference is focused on health promotion research and practice under "one roof," providing a collegial, intimate way to meet and exchange concepts, ideas, and innovations with colleagues.



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- SOPHE 2024 is a great way to earn credits for CHES/MCHES/CPH exam preparation or recertification. If you are already certified, all CE fees are included in the registration price, making the conference an exceptional value.
- In your SOPHE 2024 appeal, describe how you will share your new knowledge and skills with others (e.g., student alumni/ESG meeting, faculty/staff in-service presentations, newsletter articles, photos, new service-learning activities). As an attendee, you have unlimited access to materials posted by speakers. You will interact with some 30 or more exhibitors with the latest resources in the field.
- By registering early for SOPHE 2024, you can save your employer/college/ university money. Also, asking for support to attend the conference from your family/friends provides a meaningful holiday or birthday gift idea. St. Louis is a very affordable, accessible city in the heart of the Midwest.



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## **Making the Case for Attending SOPHE 2024**

### ***Gateway to Health Equity: Global Solutions to Strengthen Health Education and Promotion Capacity***

Populations across the globe are experiencing rapid changes due to the economic, digital, cultural, and environmental forces affecting their lives and communities. Such global complexity and diversity, which has been accelerated since COVID-19, present both opportunities (e.g., innovation in communications, improved living standards) and challenges (e.g., environmental degradation, economic inequality, stress, conflict). Health education and promotion is positioned to act on its basic tenets and values of health equity and social justice to advance upstream policies and practices impacting social determinants of health. This conference will address ways that public health education professionals can strengthen their outreach to marginalized and vulnerable populations; address the growing crisis of behavioral and mental health; advance professional preparation and training applicable in a global society; and utilize technological and health communication tools such as Artificial Intelligence for collective well-being.

When you propose the conference for approval, do not focus on how much you want to go; instead focus on what you will bring back to your employer/college/university as a return on their investment.

- **Session content:** How are the SOPHE themes/subthemes relevant to your class work or public health challenges? What skills do you plan to take away to help reach your priority populations or overcome current or future challenges?
- **Networking:** What types of colleagues do you hope to meet and explore their research ideas, best practices, opportunities for future collaboration?
- **Organization's representative:** Are you presenting an abstract or poster? Exhibiting? An awards winner? Trying to recruit new staff? Clearly present how you can be an ambassador for your institution or organization.



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## Benefits Worksheet

Use the following *Benefits Worksheet* to help you emphasize how you will benefit and your careful planning/budgeting. Incorporate the arguments applicable to your situation.

YOUR EMPLOYER/UNIVERSITY NEEDS	SESSIONS & TOPIC AREAS THAT MEETS THE NEED
Networking to develop new partnerships, funding opportunities, or meet with national leaders.	
Team building or chapter development (If you plan to attend with a group).	
Current practices and processes that can help solve an organizational/public health problem.	
Cutting-edge research, programs, practices and processes.	
Current technologies applied to health issues (e.g., artificial intelligence).	
Promote/market your organization's brand, research, or new tools/resources.	
Develop new skills to expand impact or reach.	



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## Expense Worksheet

EXPENSE	COST
Conference registration (Note: Reduced fee for SOPHE members/early bird registrants. By joining SOPHE when you pre-register, you save even more money!)	
Pre-conference workshop (if applicable)	
Travel/Flight/Car Mileage	
Hotel (reduced conference rate)	
Food (per diem)	
Other Costs (e.g., Uber, parking, etc.)	
	Subtotal
	Total



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## Justification Letter:

(You will need to modify to your specific needs)

Dear <Name of supervisor>,

I'm reaching out to request your support for an upcoming national professional development opportunity that will allow me to be a better teacher/professional/student and strengthen our overall efficiency and expertise in the field of health education.

On March 19-21, 2024, my professional organization, the Society for Public Health Education (SOPHE), is hosting its Annual Conference in St. Louis. It is the leading conference where health education and promotion professionals and students will explore and tackle discipline-specific challenges, connect with thought-leaders and subject matter experts in health education, and leave with educational resources to share with faculty, students, employers, and colleagues. Some 700-800 behavioral scientists, faculty, practitioners, and students are expected to attend over 2 ½ days from across the U.S. and other countries.

As an attendee, I will learn from the best health education and promotion professionals which will allow me to:

- Return with new evidence-based research, updated best practices, new tools, and new connections to propel you to the top of my profession.
- Network and collaborate with people who share my interests. The entire conference is focused on health promotion research and practice under "one roof," providing a collegial, intimate way to meet and exchange concepts, ideas, and innovations with colleagues.
- Earn credits for CHES/MCHES/CPH exam preparation or recertification.
- Share my new knowledge and skills with other students, alumni, faculty, and staff with presentations, newsletter articles, photos, or new service-learning activities.

I would appreciate the time to discuss this professional development opportunity in-person and how my attendance can be supported through professional development or other available scholarship funds. Thank you.

Sincerely,



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