

# Just Health Summit Partnership Prospectus

*WHY HEALTH EQUITY MATTERS<sup>®</sup>*



LOUDERMILK CENTER  
OCTOBER 25-26, 2019

Hosted by Partnership for Southern Equity  
[www.psequity.org](http://www.psequity.org)  
[www.justhealthsummit.org](http://www.justhealthsummit.org)



## Partner Prospectus

### The Summit

The Just Health Summit is a two-day conference held on October 25-26, 2019 in Atlanta, GA that will focus on strategizing, mobilizing, and advancing health equity for all, including strategies to minimize health disparities in metropolitan Atlanta, the State of Georgia, and the American South. This summit is hosted by the Partnership for Southern Equity (PSE) and its Just Health Special Project to convene health equity advocates and decision makers to bring attention and a sense of urgency to address the health inequities experienced by low-wealth and communities of color. To that end through the convening of this summit, we are striving to:

- **Convene** a diverse group of state-wide and regional participants to increase health equity knowledge and understanding;
- **Share** promising health equity strategies, practices, and tools;
- **Identify** champions who will advance health equity in their communities; and
- **Create** a space for public policy and decision-makers to network with the people most affected by health inequities.

Just Health Summit 2019 aims to expand the knowledge of residents in underserved communities throughout the state, who understand how the social determinants of health impact their everyday lives and decisions, and what they can do to champion health equity for all.

### The Background

In 2017, Partnership for Southern Equity (PSE) developed the Just Health Special Project to manage and provide health equity technical assistance for Healthcare Georgia Foundation's The Two Georgias Initiative. Fast forward to today while working closely with healthcare and other equity advocates, PSE is taking collective action to shift and expand the health equity development paradigm in metropolitan Atlanta, rural Georgia, and across the American South.

In its first two years, the Just Health Special Project's primary focus has been to develop strong and sustainable partnerships; convene a diverse group of stakeholders who will advocate for policy change; and to conduct data collection and analysis to ensure we understand equity trends and issues as we work to advance health equity. As a result of our work on this project across the state, Partnership for Southern Equity continues to cultivate an interconnected "equity ecosystem" of individuals, healthcare systems and coalitions, and community and non-profit organizations in Georgia who work to impact health equity and social justice.

### The Issue

The Just Health Special Project defines health equity as "achieving the highest level of health for all people." It requires valuing everyone equally, with ongoing efforts to address avoidable inequities, historical and other injustices, and the elimination of health and health care disparities. The Partnership for Southern Equity (PSE) believes we can advance health equity in collaboration and partnership, both with policy and decision-makers and people who live in communities most affected by health inequities.

The PSE ecosystem is designed to minimize health and health care disparities, and we work closely with a diverse group of individuals, communities, faith-based and nonprofit organizations, healthcare, education, social justice advocates, decision-makers, and elected officials. We understand that lasting change to the prevailing systems of disparity and oppression will not occur through brief, single-issue transactional advocacy, but by deep, intentional and long-term engagement with communities and residents who can envision the change they seek.

## The Audience

On October 25 & 26, the Just Health Summit aims to attract individuals and groups to join us, learn, share, build relationships, and identify synergies. The summit will be a collaborative learning environment where a diversity of people, including Georgians and allies of the American South, convene to share ideas, perspectives, promising health equity practices, and commit to actionable strategies to advance health equity.

*We expect strong representation from the following sectors:*

- **Residents** that reside in communities impacted most by health inequities
- **Nonprofit organizations** championing equity work
- **Corporations** looking to support a healthier future for all
- **Community leaders** focused on increasing healthcare access pathways and knowledge while removing success barriers in their respective communities
- **Academics** who are teaching our equity leaders of tomorrow
- **Students and researchers** focused on issues pertaining to public health and equity
- **Public policy professionals and subject matter experts** who consult and advise in the healthcare space
- **Public health professionals and practitioners** from local and state government agencies
- **Local and state elected officials** representing their respective constituencies in our state
- **And leaders** from other equity issue areas that are interested in learning more about where the issue areas intersect and how they impact each other in the short- and long-term

Participants (local, rural, regional and national) will have the opportunity to be in close proximity, to have the deep dive and courageous discussions focused on what “people have said they care about”, and what is uniquely aligned with the PSE equity eco-system:

- **Health Equity and Racial Justice** - the connections between race, racism and health including the impact of race on health; access to resources and opportunities that either advance or hinder health equity
- **Health Equity and Economic Opportunity** - the connections between economic opportunity and poor health outcomes are linked including the burdens of disease and the benefits of adequate income to achieve wellness and good health
- **Health Equity and Climate Change** - the health risks and impact of climate change are not equally and fairly distributed across people, in particular low wealth and communities of color
- **Health Equity and Growth** - with change and development and the distribution of resources and power, resources and opportunities to achieve optimal health are minimized, and is largely determined by where and how we are able to live
- **Health Equity and Rural Communities** - rural residents experience significant health disparities including isolation, lower economic status, higher rates of health risk behaviors, limited access to healthcare, and healthcare specialists





## The Partner Sponsors

The Just Health Special Project primary focus is to develop strong and sustainable partnerships, convene a diverse group of stakeholders who advocate for policy change; and conduct data collection and analysis to ensure we understand equity trends and issues as we work to advance health equity. Equity movement support and trusted partnerships are crucial to the success of this Summit. The event provides an opportune platform for community, healthcare, equity, and business leaders to build strong relationships and work collaboratively as an integrated ecosystem to advance the health equity movement in our communities.

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

## The Program

The Just Health Summit program features speakers, breakout sessions, and relationship building opportunities. The summit opens on Friday, October 25 at the Loudermilk Center with a networking reception designed to convene aligned constituency groups. Activities on Saturday, October 25 kick off at 9:15 am and are designed to engage us in deep dive discussions; learn more about promising practices that address health inequities; encourage participants to take action in their respective sphere of influence; and to evaluate and learn from the process.

**Opening Reception** Friday October 25th 6 to 8 pm

**Check-In & Networking** Saturday October 26th 8:30 am - 4:30 pm



### Welcome & Remarks:

*Nathaniel Q. Smith, PSE CEQO and  
Dr. Sandra Ford, District Health Director,  
DeKalb and Fulton Counties*



### Introduction of Keynote Presenter:

*Arlene Parker Goldson,  
Just Health Special Project Director*



### Keynote Presentation:

*Physiology of Health Inequity, Dr. Camara Jones, Senior Fellow,  
Satcher Health Leadership Institute and Cardiovascular Research  
Institute; Adjunct Associate Professor, Community Health &  
Preventive Medicine, Morehouse School of Medicine*

## Chat & Chew: Exploring why health equity matters

### Breakout Sessions - Round #1

- A) Health Equity and Racial Justice
- B) Health Equity and Economic Opportunity
- C) Health Equity and Rural Communities
- D) Health Equity and Climate Change
- E) Health Equity and Growth

### Breakout sessions - Round #2

- A) Health Equity and Racial Justice
- B) Health Equity and Economic Opportunity
- C) Health Equity and Rural Communities
- D) Health Equity and Climate Change
- E) Health Equity and Growth

**Adjourn and Call to Action**



Sponsor Benefits	Engagement	Solutions	Opportunity	Equity Champion
Logo displayed at the summit on pop-up banners and main stage screen	X	X	X	X
Logo and link on summit landing page	X	X	X	X
Social media acknowledgement (tagging)	X	X	X	X
Logo and acknowledgement of sponsorship level in program and on website	X	X	X	X
Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen	X	X	X	X
Nametag lanyard identifying you as a sponsor	X	X	X	X
Sponsor tickets to attend the summit	2	4	6	8
Pamphlet/swag insert in summit bag	X	X	X	X
Gift recognizing your sponsorship	X	X	X	X
Invitation to summit debrief meeting	X	X	X	X
Acknowledgement in PSE newsletter	X	X	X	X
Choice of breakout session to display marketing materials		X	X	X
Sponsor-provided advertisement in printed program		X	X	X
One-minute speaking opportunity before or after plenaries			X	X
Main room name/logo placement			X	X
Breakout room name/logo placement			X	X
Logo displayed on step and repeat banner			X	X
Two-minute opening presentation				X
Editorial contribution in PSE newsletter				X
Lunch with PSE Founder/CEqO Nathaniel Smith				X

Additional Sponsorship Opportunities (One Of A Kind)	Price
Coffee stations (continuous breaks)	\$1,650
Breakfast	\$2,500
Snacks	\$1,150
Lunch	\$4,000
Reception	\$4,620
Summit Scholarships	Range
Delegation Sponsor (for each geographic area)	\$6000
Breakout sessions	\$2,500
Community Connections (multiple opportunities available)	In-Kind

**Equity Champion Sponsor**

\$15,000 or more

**Visibility Opportunities**

- Main room name/logo
- Logo displayed at the summit on pop-up banners and main stage screen
- Logo and link on summit landing page
- Social media acknowledgement (tagging)
- Logo displayed on step and repeat banner
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on main stage holding slides
- Acknowledgment in PSE newsletter
- Nametag lanyard identifying you as a sponsor

**Connection Opportunities**

- Eight sponsor tickets to attend the summit
- Lunch with PSE Founder/CEqO
- Gift recognizing your sponsorship
- Invitation to summit debrief meeting

**Promotion Opportunities**

- Sponsor-provided advertisement in printed program\*\*
- One-minute speaking opportunity before or after plenaries
- Two-minute opening presentation\*\* /acknowledgement
- Pamphlet/swag insert in summit bag
- Choice of breakout session to display marketing materials
- Editorial contribution in PSE newsletter

*\*\* Subject to approval by PSE communications team***Opportunity Sponsor**

\$10,000

**Visibility Opportunities**

- Breakout session room name/logo
- Logo displayed at the summit on pop-up banners and main stage screen
- Logo and link on summit landing page
- Social media acknowledgement (tagging)
- Logo displayed on step and repeat banner
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on main stage holding slides
- Acknowledgment in PSE newsletter
- Nametag lanyard identifying you as a sponsor

**Connection Opportunities**

- Six sponsor tickets to attend the summit
- Invitation to summit debrief meeting
- Gift recognizing your sponsorship

**Promotion Opportunities**

- One-minute speaking opportunity before or after plenaries
- Sponsor-provided advertisement in printed program\*\*
- Pamphlet/swag insert in summit bag
- Choice of breakout session to display marketing materials

*\*\* Subject to approval by PSE communications team***Solutions Sponsor**

\$5,000

**Visibility Opportunities**

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo and link on summit landing page
- Social media acknowledgement (tagging)
- Acknowledgment in PSE newsletter
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on main stage holding slides
- Nametag lanyard identifying you as a sponsor

**Connection Opportunities**

- Four sponsor tickets to attend the summit
- Invitation to summit debrief meeting
- Gift recognizing your sponsorship

**Promotion Opportunities**

- Sponsor-provided advertisement in printed program\*\*
- One-minute speaking opportunity before or after plenaries
- Two-minute opening presentation\*\* /acknowledgement
- Choice of breakout session to display marketing materials

## Engagement Sponsor

\$2,500

**Visibility Opportunities**

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo and link on summit landing page
- Social media acknowledgement (tagging)
- Acknowledgment in PSE newsletter
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on main stage holding slides

**Connection Opportunities**

- Two sponsor tickets to attend the summit
- Invitation to summit debrief meeting
- Gift recognizing your sponsorship

**Promotion Opportunities**

- Pamphlet/swag insert in summit bag

"One Of A Kind" Sponsorship Opportunities	Details	Price
Coffee stations (continuous breaks)	Logo or company name on program and on landing page as "Health Equity Conversation Starter Sponsor" - also on display at coffee stations	\$1,650
Breakfast	Logo or company name on program and on landing page as "Healthy Breakfast Sponsor" -- also on display at food stations	\$2,500
Snacks	Logo or company name on program and on landing page as "Healthy Snack Sponsor" - also on display at snack stations	\$1,150
Lunch	Logo or company name on program and on landing page "Healthy Lunch Sponsor" - also on display at food stations	\$4,000
Networking evening	Logo or company name on program and on landing page as "Health Equity Dialogue Sponsor" - also on display during reception.	\$4,620
Summit Scholarships	Logo or company name on program and on landing page as "Scholarships Sponsor"	Range
Breakout Sessions	Logo or company name on program and on landing page as "(Name) Breakout Session Sponsor" - also on display in breakout room.	\$2,500
Delegation Sponsor	Logo or company name on program and on landing page as "(Name) Delegation Sponsor" - also on display during reception and lunch.	\$6,000
Community Connections (multiple opportunities available)	Logo or company name on program and on landing page as "Community Connections Sponsor"	In-Kind



### Securing Your Sponsorship:

To acknowledge your interest in sponsoring the Just Health Summit, please complete the Expression of Interest form (will be sent to you as a googleform). You may also reach out by phone or email and we will send you the form ([mlong@psequity.org](mailto:mlong@psequity.org)). After the form has been received, we will reach out to you to schedule a conversation to discuss the sponsorship opportunity and benefits package further.

### Payment Details:

- Sponsorship is not confirmed until Expression of Interest form has been completed
- An invoice will be issued once sponsorship has been confirmed - if you do not receive the invoice, please reach out to [ewashington@psequity.org](mailto:ewashington@psequity.org), (404) 353-8411
- Full payment is required at least five business days prior to summit

**For More Information Contact:**  
**Michelle Long,**  
**Partnership for Southern Equity**  
**[mlong@psequity.org](mailto:mlong@psequity.org)**  
**(770) 335-4080**

If you would like to discuss other sponsorship options, please contact [mlong@psequity.org](mailto:mlong@psequity.org)

### Next Steps And Timeline

October 11	Deadline for sponsors to submit Expression of Interest form
October 13	Sponsorship partners confirmed
October 15	Submit communications needs (advertisements, logos, links, etc.)
NOW	Registration opens
October 25 - 26	Just Health Summit
November 15	Summit debrief message, feedback survey and meeting





### Just Health Summit Planning Team Members

Arlene Parker Goldson, JH Director

Kia Griffin, Co-Chair

Chloe Mondesir, Co-Chair

Andre Ledgister

Deven Trowers

Michelle Long

Eriqah Williams

Brittany Evans, Urban Health Initiative

Vanessa Windham, Windham Global Research Consultants LLC

David Gibbs, Senior Associate at Community Initiatives,

President, Social Capital Consulting

### PSE Leadership Team Members

Nathaniel Smith

Dwayne Patterson

Special thanks to the ongoing support of the Healthcare Georgia Foundation and its ***Two Georgias Initiative***.

PSE Mission: Advance policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South.”





