



WAYNE STATE

College of Nursing

The College of Nursing Presents:

Contemporary Issues in Urban Health:

Exploring the biological mechanisms that link social determinants of health to health disparities

Wednesday, April 13, 2022 8:00AM – 5:00PM (EST)

In-Person | Wayne State University Student Center

5221 Gullen Mall | Student Center Ballroom | Detroit, MI 48202

Program Details

Event Purpose:

The purpose of the *Contemporary Issues in Urban Health Research Conference* is to further establish the college as a leader in urban health and to engage participants through thought-provoking presentations regarding the state of nursing science in urban environments. Researchers, practitioners, students and community partners from all disciplines will explore social determinants of health and how the interconnected nature of social and political identities contribute to discrimination and disadvantages that affects health. Keynote addresses, plenary and breakout sessions will have a wide range of topics and will be presented by nationally and internationally respected nurse scientists.

Six (6) contact hours will be available for nurses based on the conference agenda.

Keynote #1: Yvette Conley, PhD, FAAN

Keynote #2: Elizabeth Corwin, PhD, RN, FAAN

Tentative conference schedule is on the following page.

Sponsorship Details

The Urban Health Research Conference presents itself as multiple opportunities for an organization – networking, recruiting, continuing education for employees, and community engagement. The higher the level of sponsorship the more valuable impressions you'll be able to make with conference attendees. The conference will utilize Whova, an app used to connect attendees, organizers, and sponsors before, during, and after an event. Here are some of the benefits of using Whova for a potential sponsor such as yourself:

- Increases impressions by displaying a sponsor's banner in the app
- Schedule virtual one-on-one meetings with attendees
- Job board for recruitment
- Send messages to participants
- Community Board access, meant to engage on specific topics and drive traffic to sponsor pages

To watch a tutorial on how to use Whova, watch [this](#) video.



Tentative Urban Health Research Conference Schedule

Wednesday, April 13, 2022

8:00AM – 9:00AM

- Registration and Continental Breakfast

9:00AM – 9:15AM

- Welcome

9:15AM - 10:45AM

- Keynote Address:
Elizabeth J. Corwin, PhD, RN, FAAN,
Vice Dean of Strategic & Innovative Research and Anna C. Maxwell Professor of Nursing
Research
Columbia University School of Nursing
Topic: "ETA NOW: Exposing, **T**Argeting and Elimi**N**ating the Impact of Intersecti**O**nal
Stress on Pregnant Black **W**omen"
• Question and Answer Segment

10:45AM – 11:00AM

- Break & Poster Viewing

11:00AM – 11:45AM

- Interactive Poster Presentations

11:45AM – 1:30PM

- Break Out Sessions

1:30PM – 1:45PM

- Break

1:45PM – 2:30PM

- Break Out Sessions



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2:30PM – 2:45PM

- Break

2:45PM – 3:00PM

- Sigma Theta Tau Lambda Chapter Awards

3:00PM – 4:30PM

- Keynote Address:
Yvette Conley, PhD, FAAN
Professor of Nursing and Human Genetics
Vice Chair for Research and PhD Program Director
University of Pittsburgh School of Nursing
Topic: "Leveraging Omics Approaches to Reduce Health Disparities"
- Question and Answer Segment

4:30PM – 4:45PM

- Closing Remarks



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Yvette Conley, PhD, FAAN

University of Pittsburgh School of Nursing:
Professor of Nursing and Human Genetics | Vice Chair for Research | PhD Program Director
Health Promotion & Development

Profile also [available online](#) via University of Pittsburgh's School of Nursing directory:

Dr. Conley's research interests are in the field of molecular genetics. She has a fully equipped molecular genomics laboratory located within the School of Nursing, and her lab is involved with several research projects. Her current research focuses on using omics approaches to understanding symptom development and patient outcomes after traumatic brain injury, stroke, and therapeutic interventions for cancer.

She is the director of an NIH funded training program titled "Targeted Research and Academic Training for Nurses in Genomics" (T32NR009759) that educates and trains nurses at the predoctoral and postdoctoral levels to incorporate omics into their research trajectories. She developed and teaches the Advanced Topics in Human Genetics course (NUR2681). Dr. Conley is director of the Post-Baccalaureate and Post Masters Certificate in Health Care Genetics Programs as well as the minor in Health Care Genetics. She also is the chairperson or a member for doctoral dissertation committees for students who wish to have an omics-based component as part of their pre-doctoral work.

Dr. Conley serves the University of Pittsburgh as a member of the Chemical Hygiene Committee, University Postdoctoral Advisory Committee for the Health Sciences, and a member of the University Multidisciplinary Advisory Committee for the Clinical and Translational Science Scholars Program. She serves the School of Nursing as Chair of the Faculty Search Committee, Vice Chair for Research, and Director of the PhD Program. Externally, she is a member of the American Society of Human Genetics, the Council for the Advancement of Nursing Science, and the International Society of Nurses in Genetics. She is a Fellow in the American Academy of Nursing and she currently serves on the National Advisory Council for Nursing Research.



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Elizabeth Corwin, PhD, RN, FAAN

Columbia University School of Nursing:

Vice Dean, Strategic and Innovative Research | Anna C. Maxwell Professor of Nursing Research

Profile also [available online](#) via Columbia University's School of Nursing directory.

Elizabeth Corwin, PhD, FAAN, joined the school in 2019 as Vice Dean of Strategic and Innovative Research.

Corwin comes from the Nell Hodgson Woodruff School of Nursing at Emory University, where she served as Associate Dean for Research and held the Edith F. Honeycutt Chair in Nursing.

Corwin is leading interdisciplinary research aimed at uncovering the biological mechanisms responsible for symptom development and adverse health outcomes in pregnant and postpartum women. She is a doctorally prepared physiologist, as well as a certified family nurse practitioner. Throughout her research career, she has combined her expertise as a basic scientist with her experience caring for women and families across the lifespan.

In Corwin's research, she utilizes cutting-edge omic technologies and approaches, including microbiomics and metabolomics, to provide a better understanding of the bidirectional contributions of exaggerated inflammation and chronic stress to adverse pregnancy and infant outcomes, especially among low-income and minority populations. Her work currently focuses on characterizing the vaginal microbiome in light of the health disparity in preterm birth experienced by African American women. Dissemination of her research identifying a biological fingerprint of disadvantage in minority and low-income pregnant women has added urgency to the national dialogue on the need to eliminate health disparity.



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	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500
Your company featured in the online and mobile exhibitor profiles	✓	✓	✓
Gain contact information of attendees through QR code scan	✓	✓	✓
Logo prominently displayed in sponsor recognition slideshow	✓	✓	✓
Ability to increase booth traffic by communicating electronically with attendees	✓	✓	✓
Your company listed and linked on the College of Nursing 2022 Urban Health Research Conference website	✓	✓	✓
Complimentary conference registrations (FMV is \$125/ticket)	12	8	4
Ability to communicate with registrants prior to conference date via Whova	✓	✓	✓
CEUs available to Nurses who attend the conference	✓	✓	✓
Sponsor Table in-person and Exhibitor access on virtual conference platform	✓	✓	✓
Your sponsorship listed on electronic save-the-date postings and emails reaching more than 11,000 inboxes	✓	✓	✓
Banner ad display on the Whova platform	✓	✓	✓
Your company listed and linked on the College of Nursing '22 Urban Health Conference	✓	✓	✓
Your company listed in electronic and mailed conference invitation	✓	✓	
Recognition of your company's support by conference emcee	✓	✓	
Your sponsorship listed on LCD screens in the College of Nursing with traffic of 1,000+ during the semester	✓	✓	
Your company name prominently listed at the registration area and reception	✓		
Your company listed on conference lanyard/tag	✓		
One full-page recognition for your company in conference program	✓		
Social media mentions when promoting the conference	✓		



Contemporary Issues in Urban Health 2022 Sponsorship Opportunities

The College of Nursing Contemporary Issues in Urban Health Conference is being held *in-person* on **Wednesday, April 13th, 2022**. It is the signature event for the College of Nursing, engaging over 300 attendees including nurse scientists, healthcare leaders and students who are preparing to become nurse leaders in research, education and practice. Sponsors not only receive recognition and visibility among an audience of industry leaders, experts and the future nursing workforce, but demonstrate their commitment to nursing research and excellence, supporting current and future generations of nurse scholars. An Urban Health Conference sponsorship also sets the stage for the event's keynote presentations delivered by nationally renowned nurse scholars.

Platinum Sponsor – \$10,000+

Benefits:

- Your company featured in the online and mobile exhibitor profiles
- Gain contact information of attendees through QR code scan
- Logo prominently displayed in sponsor recognition slideshow
- Ability to increase booth traffic by communicating electronically with attendees
- Your company listed and linked on the College of Nursing 2022 Urban Health Research Conference website
- Complimentary conference registrations – 12 registrations (FMV is \$125/ticket)
- Ability to communicate with registrants prior to conference date via Whova
- Six (6) CEUs available to Nurses who attend the conference
- Sponsor Table in-person and Exhibitor access on virtual conference platform
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 11,000 inboxes
- Banner ad display on the Whova platform
- Your company listed and linked on the College of Nursing '22 Urban Health Conference
- Your company listed in electronic and mailed conference invitation
- Recognition of your company's support by conference emcee
- Your sponsorship listed on LCD screens in the College of Nursing with traffic of 1,000+ during the semester
- Your company name prominently listed at the registration area and reception
- Your company listed on conference lanyard/tag
- One full-page recognition for your company in conference program
- Social media mentions when promoting the conference

Gold Sponsor - \$5,000+

Benefits:

- Your company featured in the online and mobile exhibitor profiles
- Gain contact information of attendees through QR code scan
- Logo prominently displayed in sponsor recognition slideshow
- Ability to increase booth traffic by communicating electronically with attendees
- Your company listed and linked on the College of Nursing 2022 Urban Health Research Conference website



**Contemporary Issues in Urban Health
2022 Sponsorship Opportunities**

Gold Sponsor - \$5,000+

Benefits (Continued from Page 1):

- Complimentary conference registrations – 8 registrations (FMV is \$125/ticket)
- Ability to communicate with registrants prior to conference date via Whova
- Six (6) CEUs available to Nurses who attend the conference
- Sponsor Table in-person and Exhibitor access on virtual conference platform
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 11,000 inboxes
- Banner ad display on the Whova platform
- Your company listed and linked on the College of Nursing '22 Urban Health Conference
- Your company listed in electronic and mailed conference invitation
- Recognition of your company's support by conference emcee

Silver Sponsor - \$2,500+

Benefits:

- Your company featured in the online and mobile exhibitor profiles
- Gain contact information of attendees through QR code scan
- Logo prominently displayed in sponsor recognition slideshow
- Ability to increase booth traffic by communicating electronically with attendees
- Your company listed and linked on the College of Nursing 2022 Urban Health Research Conference website
- Complimentary conference registrations – 4 registrations (FMV is \$125/ticket)
- Ability to communicate with registrants prior to conference date via Whova
- Six (6) CEUs available to Nurses who attend the conference
- Sponsor Table in-person and Exhibitor access on virtual conference platform
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 11,000 inboxes
- Banner ad display on the Whova platform
- Your company listed and linked on the College of Nursing '22 Urban Health Conference



**Contemporary Issues in Urban Health
2022 Sponsorship Form**

Please complete and return this form with payment to secure your sponsorship.

Sponsorships

- Platinum Sponsor \$10,000+
- Gold Sponsor \$5,000+
- Silver Sponsor \$2,500+

Questions? Contact:

Terrel White, Philanthropy Officer
Wayne State University College of Nursing
Phone (313) 577-6251
Email: terrel.a.white@wayne.edu

Mail/Email Form to:

Wayne State University
PO Box 674602
Detroit, MI 48267-4602

Signature and Agreement

The undersigned agrees to the conditions and benefits set forth in the Sponsorship Opportunities listing.

Official Representative _____
Signature _____
Date _____

Sponsor Information

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Telephone _____
Fax _____
Email _____
Company URL _____

Payment

Sponsorship Fee(s) _____

Amount Enclosed _____

Check, made payable to: Wayne State University

Memo: College of Nursing Index 224851

Visa MasterCard

Card Number _____

Card Exp. Date _____

Card CVV Security Code _____

Cardholder's Name _____

Cardholder's Street Address _____

Cardholder's City & State _____

Cardholder's Postal Code _____

Cardholder's Signature _____

ACH Payment/Transfer – Bank Information:

Fifth Third Bank

ABA ACH Payment – 072405455

ABA Wire Transfer – 042000314

Account Number – 7911780273

Memo: College of Nursing Index 224851

Invoice me, send invoice to:

Contact for payment

Thank you for your consideration in the sponsorship of the College of Nursing 2022 Urban Health Research Conference.

To ensure the most impressions through print, social media, and digital marketing materials be sure to secure your sponsorship as soon as possible.

Thank you!



**Terrel White
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