



SOPHE 2025 Annual Conference Justification Toolkit

Join us in Long Beach

Thank you for your interest in attending the 2025 SOPHE Annual Conference. We are excited to welcome you to our premiere annual event. The following information can help convince your college/university/employer that attendance is a sound investment in your professional development.

SOPHE 2025 is the leading conference where health education and promotion professionals and students will explore discipline-specific challenges, connect with thought-leaders and subject matter experts in health education, promotion and practice 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 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 2025, 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 Annual Conference Planning Committee is planning the conference with you in mind. As we approach SOPHE's 76th year, we remain committed to improving and elevating the health of all people through embracing diversity and technology for equity and wellness. We focus on creating inclusive, easily accessible, and effective pedagogy, programs and promotions for the profession.
- SOPHE 2025 provides many opportunities to network and collaborate with people who share your interests. The conference focuses on health education research and practice under "one roof," providing a collegial,

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intimate way to meet and exchange concepts, ideas, and innovations with colleagues.

- SOPHE 2025 is a great way to earn credits for CHES/MCHES/CPH exam preparation or recertification.
- In your SOPHE 2025 appeal, describe how you will share your new knowledge and skills with others (e.g., student alums/ESG meetings, faculty/staff in-service presentations, newsletter articles, photos, and new service-learning activities). As an attendee, you have unlimited access to materials posted by speakers. You will interact with some 40 or more exhibitors with the latest resources in the field.
- Registering early for SOPHE 2025 can save your employer/college/university money by taking advantage of early-bird discounts. Long Beach is a beautiful coastal city offering a vibrant backdrop for learning and networking.



Society for Public Health Education
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Making the Case for Attending SOPHE 2025

Health education, promotion and practicing professionals are navigating an increasingly complex landscape shaped by technological advancement, diverse community needs, and evolving health challenges. The conference will address critical areas in these educational tracks:

- Leadership development and workforce preparation for the next generation
- Social justice and health equity implementation strategies
- Technology integration and digital communication in health education
- Creative approaches to program planning and evaluation

When you propose the conference for approval, focus on what you will bring back to your employer/college/university as a return on their investment:

- **Professional Development:** How do the conference themes align with your work or public health challenges? What skills will help you reach priority populations? What competencies do you want to build?
- **Networking:** Which potential collaborators and thought leaders would enhance your professional growth?
- **Organizational Impact:** Are you presenting, exhibiting, or representing your institution? How will you share knowledge gained with colleagues?



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Benefits Worksheet

Use this worksheet to emphasize your benefits and planning. Complete the relevant sections for your situation:

YOUR EMPLOYER/ UNIVERSITY NEEDS	SESSIONS & TOPIC AREAS THAT MEET 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 Template

Dear [Name of supervisor],
I'm requesting your support for an upcoming national professional development opportunity that will allow me to be a better [professional/practitioner/educator/student] and strengthen our overall efficiency and expertise in health education.

On April 16-18, 2025, my professional organization, the Society for Public Health Education (SOPHE), is hosting its Annual Conference in Long Beach, California. The conference theme, "Waves of Change: Embracing Diversity and Technology for Equity and Wellness," focuses on creating inclusive, accessible health education programs through innovative technology and best practices. Some 700-800 behavioral scientists, faculty, practitioners, and students from the U.S. and other countries attend.

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

- **Return with evidence-based research and innovative tools** in technology-driven health education, updated best practices for creating inclusive programs, and new connections to advance our work.
- **Network and collaborate** with experts in health promotion research and practice. The conference provides an opportunity to exchange ideas about technologies, equity-focused solutions, and program evaluation strategies with colleagues.
- **Earn credits** for CHES®/MCHES®/CPH Exam preparation or recertification. SOPHE is a designated provider of Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing and a provider of Certified in Public Health (CPH) Renewal Credits.
- **Share new knowledge** through presentations, training sessions, and implementation plans focused on technology integration, equity advancement, and program effectiveness.

The conference will specifically address:

- Leadership development and mentoring strategies



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- Social justice and health equity implementation
- Technology and AI integration in health education
- Creative approaches to program planning and evaluation

I would appreciate discussing this professional development opportunity in person and how professional development or other available scholarship funds could support my attendance.

Thank you for your consideration.

Sincerely, [Your Name]



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