



# ADVOCACY SUMMIT



***Finding Common Ground: Pathways to a Healthier Nation***

**SOPHE 27<sup>th</sup> Annual Advocacy Summit,  
Washington D.C., October 18-20, 2025**

**Abstract submission deadline: **June 23 | 11:59 p.m. ET**  
**Please do not expect a deadline extension****

## **Instructions**

Work previously published or presented at a national conference will not be accepted. Submission of multiple abstracts that present the same data in different ways is prohibited and results in an abstract rejection.

An active online profile on <http://my.sophe.org/> is required to start the submission process. All co-authors are required to have or set up an online profile and confirm that their name, title, organization/ university, degrees, certifications and email are correct. If you encounter technical difficulties using Internet Explorer, we recommend using Chrome or Safari.

*If you have questions, please contact [education@sophe.org](mailto:education@sophe.org) and we will reply as soon as possible.*



## **2025 Advocacy Summit Tracks**

We are seeking submissions in the following areas:

- 1. Health in All Policies:** Explore how policy development and implementation can improve health outcomes across populations, supporting access to resources, care, and opportunities for all community members. Effective policies can create systems of care that address social drivers of health, reduce health disparities and chronic diseases, address underlying factors contributing to health outcomes (e.g. inadequate housing, food insecurity, and unemployment) and improve the overall population.
- 2. The Public Health Crisis:** Examine the complex and urgent challenges facing public health systems today, including emerging diseases, chronic diseases to systemic inequalities. Share pedagogy strategies and advocacy skill-building techniques that can empower students to engage in their communities and shape the next generation of health education advocates.
- 3. Community-Driven Advocacy:** Highlight the role of communities in leading public health efforts, innovative partnerships in school health, and focusing on grassroots initiatives that empower local populations to address health disparities and promote systemic change.
- 4. Health Communication Challenges:** Investigate the barriers and opportunities in public health messaging, particularly during crises, and the importance of clear, accessible, and culturally competent communication strategies to enhance public understanding and behavior and promote health literacy. Challenges may also include mis/disinformation and teaching advocates to have difficult conversations.

## **Checklist for preparing abstract submissions**

Review the checklist below to be sure that you have all the required information prior to creating your abstract online. Additional information below aims to answer any questions that you may have about the sections of the abstract submission.

- **Abstract Title**

- **Track:** You will be required to choose one (1) conference track for your submission.
- **Author/Co-Author:** For each individual listed as an author/co-author you will need to have:
  - Name
  - Title
  - Organization/University
  - Email
- **Brief Presenting Author Biography**
- **Abstract Type: Research or Practice**

- **Presentation Type**

Select your presentation preference. The committee will make the final decision for the presentation type, if selected for the Advocacy Summit.

**Oral Presentation:** Oral presentations provide an opportunity for a presenter to share their research findings and/or evidence-based best practices in a formal setting. Three (3) like-minded presentations will be selected for one 60-minute oral session. After all presentations are completed, there will be time for live Q&A.

**Skill-Building Workshop:** Interactive workshops where participants learn and practice specific advocacy skills such as crafting compelling messages, lobbying techniques, and effective public speaking. Allow for introductions, 50-minute interactive presentation, plus 10-minutes Q&A.

**Advocacy Lightning Talks:** Short, 5-7 minute presentations from multiple speakers on different advocacy topics, followed by brief Q&A, creating a fast-paced and engaging learning experience.

**Poster:** Presenters illustrate their research/program findings on a 4'x6' poster. Poster presenters will hold discussions with attendees who visit the various posters.

- **Three Learning Objectives (500-character limit)**
- **Continuing Education Level – Entry Level or Advanced.**
  - **Required to select 1-3 entry or advanced level competencies**
- **Brief Abstract summary**
- **Submitted author will need to agree to a Disclosure Statement on behalf of all co-authors**

### **Criteria for judging all abstract submissions**

Upon submission, all abstract submissions will be reviewed based on the following criteria.

1. **Relationship to conference theme:** Does the abstract relate to the theme and the chosen track?
2. **Methodology:** Are objectives clearly stated? Are findings included and do they correspond to the objectives?
3. **Usefulness:** Can the content presented be applied elsewhere? Is it useful to practicing health educators, researchers, students, public health professionals and/or academics?
4. **Innovation:** Does the abstract represent content that is unique, new, different, or creative?
5. **Clarity of content:** Is the abstract well-written? Does it clearly outline what the presentation is about, such as project type, target audience, setting? Does the abstract clearly identify the entry-level Area(s) of Responsibility or advanced-level sub-competencies?
6. **Overall reaction:** Considering the above criteria, what is your overall reaction?

### ***Notification and Communication***

Emails will be sent upon creation of an abstract, upon adding any co-author and upon complete submission of the abstract. *Submitting authors will be notified by email whether their proposal was accepted or declined in August 2024. Authors chosen to present will need to register for the Advocacy Summit by September 15th, 2024.*

### **Who should submit abstracts**

- Government relations/advocacy professionals



- Health education & promotion professionals
- School health educators/school health Education coordinators
- Behavioral/social scientists
- Patient educators
- Education/promotion students
- Community health & public health education faculty
- Tribes and Tribal organizations
- Public health practitioners
- Mental health professionals
- Chronic disease directors
- Dental hygienists/community oral health coordinators
- Community-based organizations and
- Grassroots organizers
- Allied health professionals
- Social marketers
- Informatics professionals
- Health communication professionals
- Pharmacists
- Dietitians & nutritionists
- Health/social policy experts
- Social workers
- Health administrators
- Nurses, nurse midwives & nurse practitioners
- Clinicians
- Ethicists
- Community members

### **Profile Set-Up Instructions**

You are **required** to set up an online profile on <http://my.sophe.org/> in order to start an abstract submission. All co-authors are required to have or set up an online profile and confirm that name, title, organization/university, degrees, certifications and email are all correct.

If you have a profile set up, click **Sign In** at the top right-hand side of the screen. If you do not yet have a profile and need to register, select REGISTER AND CREATE MY SOPHE PROFILE link on the bottom left of the page.

### **Disclosure Statement**

SOPHE policy requires potential presenters to disclose any proprietary, financial, professional or other personal interests in the material to be presented. This includes past



employment, serving as a consultant, conducting clinical trials, serving on an advisory committee, inclusion in a speaker's bureau, owning stock, holding patents, etc.

As a condition of submission, SOPHE requires that the presenting author check acknowledge and agree to the following statement:

*I declare that to the best of my knowledge all my co-authors and I have no proprietary, financial, professional or other personal interest in any product, service and/or company that could be construed as influencing the material proposed for presentation in our abstract.*

*I have read and agree to the disclosure statement.*

As a condition of submission, SOPHE also requires that the presenting author acknowledge and agree to the following statement:

*I declare that my co-authors and I agree to the following if our abstract submission is accepted for presentation at the Advocacy Summit: (1) To present the work as described in the submitted abstract and to present the session format assigned by the Planning Committee; (2) Each author/co-author attending the conference must register for the conference and assume responsibility for their own registration, lodging and transportation costs. (Please note that if any accepted abstract author withdraws with late notice or fails to show, this will impact future opportunities to present at SOPHE meetings); (3) If selected for a presentation, a copy of our slides will be provided to SOPHE one week prior to the start of the conference, so that they can be made available to attendees and available at our assigned session; and (4) Acknowledge and accept that our presentation may be video or audio taped and made available for future continuing education purposes.*

*I have read and agree to the disclosure statement.*

### **Presenter Objectives**

Write objectives that specify learner outcomes to be achieved by the participants at the event. The presentation will be identified as entry-level or advanced-level, but not both. The level of the presentation must correspond with the appropriate competencies – see below.



In writing a behavioral objective, the first step is to start with the key phrase. Use the following objective template for creating a quality learning objective:

*“By the end of the session the participant will (be able to): select verb from the “Writing Objectives” tip sheet (complete the objective with a measurable element and specifics to your session).” Enter text for up to 3 objectives.*

- 1.
- 2.
- 3.

### ***Level of Continuing Education & Associated Competencies***

You must designate that your session is either entry-or advanced-level and choose associated competencies. Your selection will not affect the reviewers’ rating of your abstract and will be used only by the CE Committee if your abstract is accepted. For those of you who need additional information see the Resources section in your abstract submission or on the SOPHE Call for Abstracts webpage. You can also go to <http://www.nchec.org/> to obtain additional information on the competencies.

### ***If Entry-Level is selected, choose up to 3 (three) associated competencies.***

Entry-level continuing education contact hours (CECH) for CHES, please select among the competencies for Health Educators that are met by the behavioral/learning objectives for this abstract submission. An abstract need to address at least one competency.

### ***If Advanced-Level is selected, choose up to 3 (three) associated (ADV) competencies.***

Advanced-level continuing education contact hours (CECH®) for MCHES®, please select among the competencies for Master Health Educators that are met by the behavioral/learning objectives for this abstract submission. They are identified in the competencies list with (ADV) at the start. An abstract needs to address at least one advanced-level competency.