6th Annual
HEALTHY CHURCHES 2020
CONFERENCE
Sheraton | Le Méridien Hotel
Charlotte, North Carolina
November 19 - 22, 2019

2019
Conference Brochure

HealthyChurches2020Conference.org
With great praise, The Balm in Gilead is celebrating its 30th year of service and the 6th Annual Healthy Churches 2020 National Conference.

With every breath and prayer, I give thanks for the tremendous power of love, resources and partnership of faith leaders, health educators, medical professionals, and God-loving men and women worldwide who have embarked on this work with The Balm in Gilead to bridge together science, public health and faith. Together, we are working to increase an understanding of concepts, and models of prevention and disease management to improve the quality of life for all people of African Descent.

Throughout the year, The Balm in Gilead provides high-quality educational training and capacity development to congregations to address current issues and trends in today’s health care industry and needs unique to Individuals of African Descent. Each year in November, we come together at Healthy Churches 2020 National Conference to network with some of the most renowned public health and faith leaders in our nation. It is our gathering place with new and old friends to increase our knowledge, understanding and power to make changes within our own lives, congregations and communities regarding our collective health behaviors and outcomes.

Healthy Churches 2020 National Conference is a one-of-its-kind annual event that every pastor, congregational health minister, community health worker, nurse and all who are called to serve God’s people should attend. The conference is designed to strengthen the capacity of leaders who, in turn, will return to their congregations and communities with renewed commitment and confidence, and equipped to lead effective efforts that will improve the health status of the people they serve.

I anxiously await our time together at the 2019 Healthy Churches 2020 National Conference, November 19-22, 2019 at the Sheraton/Le Meridien Hotels in Charlotte, NC.

Abiding Faith and Good Health!

Dr. Pernessa C. Seele
Founder and Chief Executive Officer
The Balm In Gilead, Inc.
Healthy Churches 2020 National Conference
Sheraton | Le Méridien Hotel
November 19-22, 2019

A National Multi-Platform Initiative
Bringing Public Health & Faith Together

Healthy Churches 2020 Conference provides pastors, ministers, congregational health directors, coordinators, nurses, and members with tools and resources in areas of disease state awareness, management, and prevention needed to establish and strengthen the capacity of Health Ministries.

Conference topics include, but are not limited to: diabetes, obesity, heart disease, arthritis, hepatitis, Alzheimer’s, cancer, HIV, precision medicine, and clinical studies.

Healthy Churches 2020 National Conference is committed to helping congregational-based health ministries to improve the health and healthcare outcomes of individuals and surrounding communities they serve.

“The conference was outstanding. It had just what I needed in times like these of service to others. A conference with substance.”
- Cynthia Finch, Knoxville, TN

Conference Partners

- African Methodist Episcopal Church
- African Methodist Episcopal Zion Church
- American Diabetes Association
- American Heart Association
- American Red Cross
- Christian Methodist Episcopal Church
- FDA, Office on Women’s Health
- Mayo Clinic
- Morehouse School of Medicine
- National Alzheimer’s Association
- National Council of Churches USA
- Norfolk State University Center of Excellence in Minority Health Disparities
- North Carolina A&T State University Center for Outreach in Alzheimer’s Aging and Community Health
- The Archdiocese of New York Office of Black Ministry
- The Brancati Center for Advancement of Community Care/Johns Hopkins University School of Medicine
- The Conference of National Black Churches
- The National African American Prevention Tobacco Network
- The National Medical Association - Region III
- Top Ladies of Distinction, Inc.
- University of Kentucky Sanders-Brown Center on Aging
- UsAgainst Alzheimer’s
- Virginia Council of Churches

Our Concept

Healthy Churches 2020 Conference is the only national conference bringing faith and public health communities together to build the capacity of African Americans.

Each morning our day begins with praise and worship, then moves to the nation’s leading experts on health disparities affecting our communities.

What You Can Expect

The Healthy Churches 2020 Conference is the place to meet innovators, healthcare providers and faith leaders who are leading the charge and creating a dramatic transformation of health and wellness for African American Communities.

You will leave uplifted, and connected to new partners and old friends.

Presentations & Sessions

With more than 60 speakers, the Conference delivers 3 1/2 days of dynamic, candid conversations, progressive approaches to healthcare, and insights on emerging applications and technologies.

The conference format includes lectures with question-and-answer periods, panel discussions, presentations of case studies, and a variety of concurrent sessions.
Church
Denominations
Represented

AME
AMEZ
Baptist
CME
Methodist
Pentecostal
Episcopal
Catholic
Non-Denominational
COGIC
Disciples of Christ
Apostolic
Presbyterian
Hebrew Pentecostal
Moravian
Seventh Day Adventist
Lutheran

Our Goal

The Healthy Churches 2020 Conference is the national platform for provocative, forward-thinking discussion and real-world perspectives.

Our goal is to ensure that every church serving African Americans has a thriving health ministry. We work to build the capacity of faith communities to serve and empower healthy congregations.

Training & Development

The conference provides a hands-on approach to learning and capacity development through the latest information on new healthcare models, nutrition, funding opportunities and evaluation presented by leaders in scientific research, clinicians skilled in nutritional medicine, experts on food and healthcare innovation.

Our Role as Change Agents

We seek generational change within African American communities by empowering our attendees to implement behavioral change models within their local congregations and communities.

Professionals will be on hand to detail evidence-based strategies that are known to foster change and to provide technological tools that are best to help drive behavior change and outcomes.
Why You Should Attend

Your full registration includes the Pre-Conference Healthy Churches 2020 Institute; VIP Reception; Lunch on Wednesday & Thursday, Awards Dinner with Special Guest Artist; Closing Conference Brunch; An Extraordinary Roster of Renown Speakers, Resources, Networking, Great Preaching and MORE!

4 Reasons Why We’re Different

1. Learn From Some Of The Nation’s Top Public Health And Faith Leaders About The Future Direction Of Health Care For African Americans.

   Have you ever wanted some one-on-one time with an expert in the health field about a challenge you were facing? Or perhaps you desired to dialog with other pastors on how to lead your congregation to better health. This one-of-its-kind conference gives you the moment you have wished for – speak directly with some of today’s leading experts in health and theology.

2. Experience A Soul-Stirring 3 1/2 days – Cutting Edge Health Education! Praise & Worship! Great Preaching! Cardio Party!

   It happens every day at the Healthy Churches 2020 Conference! The framework of understanding the causes and consequences of high rates of health disparities is encapsulated within the unique, rich culture of the Black Church experience. Begin each day with Praise & Worship and witness the power of faith and health working together to transform lives.

3. A Keen Focus on African American Communities

   With a determined commitment to stop the intergenerational transference of poor health behaviors and outcomes, Healthy Churches 2020 Conference provides the tools and a clear focus on healthy babies, beginning in the womb, through the lifetime process of healthy aging.

4. Breakthrough Ideas!

   African Americans are often not aware or informed of the latest medical interventions or clinical studies which may be available to them when facing severe illness or a chronic disease.

   Healthy Churches 2020 Conference brings you the latest in medical technology, including precision medicine, which is transforming the direction of medical science in this very moment.
Who Should Attend?

This conference is designed to bring together the health, university and faith communities. Join industry and thought leaders at one of the nation’s top health care gatherings.

Attendee Breakdown

Administrators
Health Ministry Coordinators
Pastors
Deacons
Auxiliary Chairs
Physicians
Gerontologists
Missionaries
Director of Food Service
Volunteers
Professors
Program Directors of Outreach Researcher
Director of Family Services
Youth Leaders

Pharmacists
Health Department Representatives
Community Health Workers
Nurses
Faith Community Nurses
Educators
Wellness Facilitators
Social Workers
Health Disparities Coordinators
Fitness Coordinators
Minority Initiative Program Coordinators
Health Activist
Wellness Coaches
Kitchen Ministry

Register Today! Full Registration $325
* Discount Rate for Groups of 6 or More!

VISIT: HealthyChurches2020Conference.org
Celebrating 30 Years of Service!

The Balm In Gilead, Inc. builds and strengthens the capacity of faith communities in the United States and in the United Republic of Tanzania (East Africa) to deliver programs and services that contribute to the elimination of health disparities.

The organization develops educational and training programs specifically designed to establish sustainable, integrated systems of public health and faith principles, which helps to improve health outcomes of individuals living in urban, rural, and remote communities.

The Healthy Churches 2020 National Campaign, The Southeast Diabetes Faith Initiative and The National Brain Health Center for African Americans are three unique programs of the Balm In Gilead. These programs deliver science-based, health awareness, understanding and interventions through the tenets of cultural competence to a broad spectrum of African Americans across the United States.

The Balm In Gilead, a not-for-profit, non-governmental organization, has developed an international reputation for providing insightful understanding of religious cultures, values and extraordinary abilities to build strong, trusted partnerships with faith communities throughout the world.

www.BalmInGilead.org

By working with national, regional, and local faith-based partners, we establish grass-roots health delivery systems, and increase the number of individuals who have the knowledge to lead in areas of health promotion, disease prevention, screening, and disease management.

Our Vision
Faith institutions serving people of African Descent are fully engaged in preventing diseases and improving the health outcomes of those they serve.

Our Mission
The mission of The Balm In Gilead is to prevent diseases and to improve the health status of people of African Descent by providing support to faith institutions in areas of program design, implementation, and evaluation which strengthens their capacity to deliver programs and services that contribute to the elimination of health disparities.

Our Values
We believe the most effective response to the alarming rates of health disparities within Black populations is intentional action by both public health and faith communities, characterized by equity, excellence and rooted in a context of competence, compassion, respect and love.
WHY WE ENGAGE FAITH COMMUNITIES

THE BLACK CHURCH:
The Oldest and Largest American Institution Owned & Managed By African-Americans

The “Black church,” in its many forms, is the oldest and largest American institution that is owned and managed by African-Americans.

The influence and authority of the church tradition extends to every aspect of Black American life, both past and present.

In addition to tending to the religious lives of their members, Black Churches play the role of “griot”; they represent learning through hearing and provide Black communities with a well-established and highly trusted “pass-along” network that is especially valuable when it comes to health-related matters.

Black church memberships include all socio-economic groups, from parishioners with incomes of $0 to well over $1M.

Even among millennials, Black Protestantism has been more successful than mainline Protestantism in retaining millennial church-goers, according to Pew Research.

Objective 1
INCREASE CAPACITY

Increase the number of African-Americans within faith-based settings who have the capacity to lead individuals within congregations and communities in health promotion, disease prevention, screening, disease management and service delivery.

Objective 2
INCREASE UNDERSTANDING

Increase an understanding of concepts and models of disease management to improve the quality of life for African-Americans with chronic health conditions.

Objective 3
INCREASE PARTICIPATION

Increase participation in, and utilization of, biomedical interventions, clinical research, medication adherence and precision medicine among African-Americans.
Conference-At-A-Glance

**Tuesday, November 19  9:00 am – 5:00 pm**
**PRE-CONFERENCE HEALTHY CHURCHES 2020 INSTITUTE**
**FREE CME CREDITS FOR PARTICIPANTS**

- 9:00 am – 12 noon  **Session A**
- Lunch On Your Own
- 2:00 pm – 5:00 pm  **Session B**
- 6:00 pm – 8:00 pm  **Opening VIP Reception**
- 8:00 pm – 10:00 pm  **Exhibition Hall Opens**

**Wednesday, November 20  8:30 am – 5:00 pm**
**OPENING SESSION OF THE 6TH ANNUAL HEALTHY CHURCHES 2020 NATIONAL CONFERENCE**

- 12:00 pm  **Exhibition Hall Opens**
- 5:30 pm – 8:00 pm  **Exhibition Hall – Special Programming**
  - Urban Cardio Party
  - Food Demonstrations
  - Social Engagement
  - Resources
  - Shop
- 8:00 pm  **Exhibition Hall – Special Programming**

**Thursday, November 21  8:30 am – 11:00 am**
**MORNING PLENARY SESSIONS**

- 11:00 am  **Exhibition Hall Opens**
- 11:30 am – 4:45 pm  **HC2020 Concurrent Workshops**
- 4:30 pm – 6:30 pm  **Exhibition Hall – Special Programming**
- 7:00 pm  **Healthy Churches 2020 Best Practice Awards Dinner**
- 9:30 pm  **After Dinner Party - Exhibition Hall**

**Friday, November 22  9:00 am - 3:00 pm**

- 9:00 am  **Exhibition Hall Opens**
- 10:00 am – 2:00 pm  **Conference Closing Brunch Session**
- 3:00 pm  **Exhibition Hall Closes**
Our Venue

Sheraton | Le Méridien Hotel
Charlotte, NC

Enjoy the amenities and comfort of the Sheraton Hotel/Le Meridien, located in the heart of Charlotte, a friendly, vibrant city that is home to the Carolina Panthers and the Charlotte Hornets. Charlotte welcomes Healthy Churches 2020 Conference with open arms and lots of Southern Hospitality.

Located in uptown Charlotte, NC, this vibrant hotel offers the ideal blend of luxury accommodations and outstanding amenities in a convenient location. You’ll feel welcomed with their impeccable service and spacious guest rooms and suites featuring Sheraton Signature Beds, flat-screen TVs, complimentary Starbucks® coffee and complimentary WIFI.

In uptown, Charlotte’s vigorous business district offers fine dining, upscale shopping and world-class entertainment.

Book Online Today!

Healthy Churches 2020 Conference
Single Rate: only $174 a night/+tax

This rate is available to conference attendees 3 days pre-conference and 3 days post-conference!
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November 19 - 22, 2019

Register
Registration Opens
April 1, 2019

Book
Book Your Hotel
Online

Attend
November
19-22, 2019

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For more information visit:
HealthyChurches2020Conference.org