

**“TELLING OUR PUBLIC HEALTH
STORY TO NON-TRADITIONAL
PARTNERS”**



**SCPCHA
ANNUAL
CONFERENCE
2025**



MORE INFO

www.scpcha.com/annual-conference

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(803) 736-9461

Conference at a Glance

Conference Overview

Please join SCPHA at our 2025 Annual Conference! **“Telling our Public Health Story to Non-Traditional Partners”** will be held March 24 – March 27, 2025, in the beautiful coastal city of Myrtle Beach. We’re excited to hold our conference back at the DoubleTree Resort again this year. We welcome our members and public health professional colleagues as we network and learn. The focus of the conference is on collaborating with partners and expanding knowledge of public health—in all fields and disciplines of public health.

The conference will kick off on Monday, March 24, 2025, with workshops and concurrent sessions. The conference will conclude on Thursday, March 27th. Throughout the week there will be multiple opportunities for networking, mentoring, wellness activities, and visiting exhibitors. This year, we have more than 40 presenters lined up to showcase the best practices in public health. We will be applying for CEUs for the appropriate sessions.

At this time, a draft agenda is included here. A detailed agenda will be available in the conference app as it is finalized. Contact Lummie Young at youngl@dph.sc.gov, President-elect and Program Chair, with any questions about agenda topics, speaker credentials, and continuing education credits for your specific discipline, etc.

2025 SCPHA Annual Conference Tentative Schedule of Events at a Glance	
<i>Telling our Public Health Story to Non-Traditional Partners</i>	
Monday, March 24, 2025	
7:30 am – 4:30 pm	Registration
9:00 am – 9:15 am	Greetings/Welcome
9:15 am – 9:30 am	Break/Exhibitors/Silent Auction
9:30 am – 12:30 pm	Public Health Storytelling: In Living Color
9:30 am – 10:15 am	Concurrent Sessions <ul style="list-style-type: none"> • Demystifying DIS: Disease Intervention Specialists and Promoting Collaboration Between Healthcare Professionals • Simulation Model to Enhance Fibroid Detection: Optimizing Bladder Fullness as an Acoustic Window in Transabdominal Ultrasound • South Carolina Tobacco Quitline 2024: Updates & Insights • StAND-UP: SC – An Innovative Academy to Address Health Equity in Rural Communities by Diversifying the Nursing Workforce
10:20 am – 11:05 am	Concurrent Sessions <ul style="list-style-type: none"> • Advancing Culturally Relevant Communication with Non-Traditional Partners • Social Norms Change and Tobacco Use: A Systematic Review and Meta-Analysis of Interventions • SpeakNess: Transform Your Public Speaking Ability for Greater Impact in Healthcare • Youth Climate Action Week- Targeting Youth Climate Awareness & Resilience
11:05 am – 11:35 am	Break/Podcast/Exhibit Hall
11:40 am – 12:25 pm	Concurrent Sessions <ul style="list-style-type: none"> • Academic/Public Health Partnership: An Innovative Pathway to Build an Inclusive Workforce • Addressing the Opioid Epidemic using Human Patient Simulation • Identification of bacterial species and genes that promote animal health

	<ul style="list-style-type: none"> Using Title IV-E to Promote Education and Excellence in Serving Vulnerable Children and Families in South Carolina
12:30 pm – 1:30 pm	Lunch on Own
1:30 pm – 4:30 pm	Leveraging the Superpower of EI in the Era of AI
1:30 pm – 3:30 pm	Section Meetings
1:30 pm – 3:30 pm	Poster Presentations <ul style="list-style-type: none"> Assessing Burnout and Secondary Traumatic Stress Along Sexual Assault Examiner Nurses in the Upstate of South Carolina Community Paramedicine: How a Rural Primary Care Office and an EMS Agency are Working Toward Redefining Healthcare Delivery in South Carolina Critical Congenital Heart Disease in South Carolina and Potential Screening Disparities Descriptive Analysis of South Carolina Abortion Rates and Access in 2022 Educating Community Members on Sun Protection and Skin Self-Examination Evaluating the Relationship Between CCHD Severity and Neuropsychiatric Disorders in an SC Cohort Evaluation of 'Kids in the Kitchen' Curriculum: Promoting Healthy Diet and Physical Activity among School-Aged Children in South Carolina Examination of beliefs and attitudes related to weight and body size among undergraduate pre-health students Food Insecurity and Its Impact on Healthcare Costs: A Cross-Sectional Analysis of U.S. Adults From Conflict to COVID-19: How Historical and Digital Narratives Shape Vaccine Attitudes in the Democratic Republic of the Congo How can public health strategies be optimized to reduce healthcare disparities in the prevention and treatment of coronary heart disease? Let's Disguise this Vape with Me". Does TikTok Enforce Platform Policy about Vaping Content? Testing and Validating Stochastic Models in Epidemiology The Effectiveness of Mindful Breathing Regarding College-Aged Students The Story of Disparities: Exposing the Social Determinants of Health Surrounding Columbia College Ultrasound Crown-Rump Length Trainer for Student Training: Advancing Early Pregnancy and Maternal Care
4:00 pm – until	Hotel Check In
5:30 pm – 7:30 pm	Network and Chill (On-site)
Tuesday, March 25th, 2025	
6:45 a.m. – 7:15 a.m.	Morning Yoga, 1 Mile Walk/Run
8:00 am – 9:00 am	Breakfast
8:00 am – 3:30 pm	Registration
8:30 am – 9:00 am	Exhibit/Silent Auction
9:00 am – 4:00 pm	Blood Connection
9:00 am – 9:30 am	Greetings/Welcome/Awards
9:30 am – 11:15 am	Keynote
11:15 am – 11:45 am	Exhibit/Break/Silent Auction/Podcast
11:45 am – 12:30 pm	Concurrent Sessions <ul style="list-style-type: none"> A foundational overview of Results-Based Accountability™, partnerships, and implementation in South Carolina Bridging the Gap: Telling the Public Health Story to Drive Local Policy Change From Vision to Impact: Inspiring Supervisors to Lead with Purpose and Transform Communities The Impact of Free Summer Day Camp on Sleep in Children from Low-Income Households: A Randomized Clinical Trial The Take Brain Health to Heart Roadmap: A Communication Plan with Non-traditional Partners
12:30 pm – 2:00 pm	Lunch on Own
12:30 pm – 2:00 pm	Student Mentor Panel (must register)

2:00 pm – 2:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Evaluating the P.L.A.C.E. Academy - "Prioritizing Long-lasting Actionable Community Engagement and Equity" Exploring Sexual Health Information Seeking on Social Media: Barriers, Lessons, and Opportunities to Enhance Digital Health Literacy Making the Healthy Choice the Easy Choice SC Department of Public Health Injury Data Dashboard The Church: How can faith-based organizations have a positive impact on substance abuse and addiction?
3:00 pm – 3:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Addressing Health Misinformation in the Digital Age: Technology and Partnership Strategies for Public Health Bridging Gaps in Public Health: Transforming Community Health with Data-Driven Solutions Experiences, Facilitators, and Barriers of Academic Employees Returning to Work after Childbirth Health Needs Assessment of ESL Students in Greenville, SC Rationale and design of Healthy Kids Beyond the Bell: A 2x2 full factorial study evaluating the impact of summer and after school programming on children's body mass index and health behaviors.
3:45 pm – 4:00 pm	End of Day Podcast
5:00 pm - until	The Hangout (Off-site)
Wednesday, March 26th, 2025	
6:45 a.m. – 7:15 a.m.	Morning Yoga, 1 Mile Walk/Run
8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Greetings/Welcome/Awards
9:30 am – 11:00 am	President's Panel
11:00 am – 11:30 am	Podcast
11:30 am – 11:45 am	Break/Silent Auction
11:45 am – 12:30 pm	Concurrent Sessions <ul style="list-style-type: none"> Building a Public Health Minded Physician Workforce: A Novel 3rd and 4th Year Clinical Rotation Collective Impact in Action: Aligning State and Community Efforts for Health Improvement Empowering Communities and Advancing Health Equity: South Carolina's Community Health Worker Program and Its Impact on Marginalized Populations Equity in Every Language: Promoting Language Access in Public Health Practice Factors influencing mental health outcomes amongst senescent county residents
12:30 pm – 2:00 pm	Box Lunch (must register)
12:30 pm – 2:00 pm	Student Speed-Mentoring Lunch (Must register)
2:00 pm – 2:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Addressing the Prehospital Problem with Maternity Deserts in South Carolina Cool Cities Educate: Combating Extreme Heat Using Smart Surfaces Maternal Mortality and the Legacy of Midwifery: Bridging Historical Lessons and Modern Practices Meditation Through Gardening Outside Voices: How Homebirth Decision-Making Factors Can Inform Improvements in Maternal Health Care
3:00 pm -3:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Exploring the Clustering Effect on Medication Adherence and Absenteeism in ADHD Subgroups Impact of Free Summer Day Camp on Physical Activity Behaviors of Elementary-age Children from Low-Income Households: A Randomized Clinical Trial Maternal Mortality Update and Improving Maternal Health Outcomes Preparatory Phase of the Strategic Plan Development to Reduce South Carolina's STI burden – A SCDPH-USC Partnership South Carolina Tobacco Quitline: Health System Optimization Strengthening Community Connections: Strategies for Effective Outreach
3:30 pm -3:45 pm	End of Day Podcast

6:00 pm – 9:00 pm	President's Dinner
9:30 pm – 12:00 am	After Party
Thursday, March 27, 2025	
6:45 a.m. – 7:15 a.m.	Morning Yoga, 1 Mile Walk/Run
9:00 am – 10:30 am	Keynote
10:30 am – 11:00 am	Closing Remarks/Awards

Conference Attire: Meeting or conference attire for all sessions are business casual. Awards Dinner and President’s Reception are After 5 Cocktail. Conference room temperatures vary, so please dress appropriately, and bring a jacket, sweater, or wrap.

Continuing Education Units (CEU's)

This annual professional development and training program will be applying for CEUs. Participants must attend 90% of the program in order to receive a certificate of attendance. No partial credit will be given. The following discipline credentialing entities will be contacted about credit hours.

Health Education: CHES and MCHES Category I by SC DHEC Division of Collaborative Health Improvement, an approved provider of continuing education credits by the National Commission for Health Education Credentialing, Inc. (NEHEC).

Nursing: Mid-Carolina AHEC is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission of Accreditation.

Prevention Counselors: South Carolina Department of Labor, Licensing and Regulation and SC Association of Prevention Professionals and Advocates (SCAPPA).

General: Mid-Carolina AHEC and meets the SC AHEC Best Practices Standards

Registration Information

Registration is now open for the South Carolina Public Health Association's Annual Conference! Early Bird registration closes on January 31, 2025, so sign up soon to secure your spot! If you are not already a member, now is an excellent time to join the association to receive a discount on registration at the following registration link: You can register at **SCPHA Annual Conference. Conference early bird registration AND payment are due by Friday, January 31, 2025.**

Membership Rate: In order to receive the member rate, you MUST be a current member in **GOOD FINANCIAL STANDING** (*membership dues are paid and up to date as of the date of your registration or by the registration deadline, whichever comes first*).

On-site registration and payment will be available, but pre-registration is encouraged, or you will be **assessed a late charge.**

If you have any questions regarding your membership dues or registration, please contact Gloria A. McCurry at admin@scpha.com or (803) 788-0309.

Cancellation: Cancellation **MUST** be received in writing by the administrative coordinator, Gloria A. McCurry at admin@scpha.com, no later than Friday, **March 14, 2025**. Cancellation made after **March 14, 2025**, will **result in forfeiture of your full registration fee.**

Conference Registration Rates*			
	<i>thru 1/31/2025</i>	<i>2/1-2/28</i>	<i>3/1-3/27</i>
<i>Full Conference</i>	Early	Regular	Late
Member	\$195	\$220	\$265
Non-Member	\$265	\$295	\$350
Speaker/Student	\$90	\$100	\$125
Retiree	\$85	\$95	\$115
<i>One Day</i>	Early	Regular	Late
Member	\$100	\$115	\$135
Non-Member	\$135	\$150	\$180
Speaker/Student	\$75	\$85	\$110
Retiree	\$70	\$80	\$100

**Financial Assistance is available upon request.*

Conference Hotel Accommodations

Guest Rooms and Suites: Our guest rooms feature exterior corridors with ocean views and private balconies. Enjoy complimentary Wi-Fi, a 40-inch HDTV, mini-refrigerator, microwave, and coffee maker. One-bedroom suites are perfect for families, with a king bed or two queen beds plus a living area with sofa sleeper. Handicap accessible rooms are also available. Connecting rooms. Pet friendly rooms with tile floors are also available for a fee

Hotel Guest Room Reservations: A block of rooms has been reserved at the DoubleTree Resort by Hilton Hotel Myrtle Beach Oceanfront at a special conference rate of \$110.00 per night (plus 12% tax, \$15.00 resort fee and \$1.00 destination marketing fee for a total of \$142.50).

Check in: 4:00 pm **Check out:** 11:00 am

Reservation Deadline: Deadline for receiving the conference rate is Thursday, February 29, 2025, or when room block is full. After this date, rooms and rates will depend on availability. Make reservations early at the following **Booking Link:** <https://www.hilton.com/en/attend-my-event/sc-public-health-2025/>

Property Location: The DoubleTree Resort by Hilton Myrtle Beach Ocean Front is located at 3200 South Ocean Boulevard, Myrtle Beach, South Carolina, 29577 and is just moments from the beach.

Conveniently located near the Myrtle Beach International Airport & the Market Common District. The hotel is a quarter mile. Enjoy watching the planes take off over the ocean into the horizon. The hotel offers outdoor pools and heated indoor pools. The DoubleTree Resort has 35,000 sq. ft. of meeting space, including three ballrooms accommodating 500 guests each. The facility is non-smoking.

Hotel Description: Dip into the indoor swimming pool or enjoy other recreational amenities including a miniature golf course and a fitness center. This hotel also features wireless internet access (surcharge), concierge services, and an outdoor recreation area with ping pong and corn hole. Featured amenities include an express check-out and a 24-hour front desk.

Dining on Site: Satisfy your appetite with American cuisine at Ocean Blue, one of the hotel's 2 restaurants or Southern Tides, a bar/grille located at the Springmaid Pier. Relax with a refreshing drink from the poolside bar or the ocean-front lounge in the lobby. Breakfast buffet is available daily from 7 AM to 11 AM for a fee.

Hotel Amenities: Fitness and Recreation:

Indoor pool
Outdoor pool
Fitness center
Beach Access

Business and Work

Meeting rooms

Airport Shuttle:

Myrtle Beach Jetport: Not available
Florence Regional: Not available
NC [Wilmington Int'l: Not available

Parking:

Self-parking: Included
Valet Parking: Not available
EV charging: Not available
Secured: Available
In/Out privileges: Available

Smoke-Free Facility

Smoking rooms available: No

Pets:

Non-refundable fee: \$75.00
Max weight: 150 lbs.
Max size: Large

Conveniences:

Hilton Honors Rewards
Connecting rooms
Accessible features

Guest Services:

Concierge available

Reserve your room TODAY!

Sponsorship & Exhibits

Interested in being one of our sponsors or exhibitors? We appreciate your support of our conference. The SCPHA is a 501(c)(3) organization – Federal Tax ID: 57-6026723. For more information, contact sponsorships@scpha.com. Thank you for your consideration!

Sponsorship Levels

LEVEL	CONTRIBUTION RANGE	BENEFITS
Diamond	\$10,000 and above	<ul style="list-style-type: none"> • Exclusive naming rights to a conference meal, activity, or session room • 10 Memberships to the association for two years • 10 Registrations to the Annual Conference • 4 Complimentary Postings on SCPHA Job Board • Personal recognition on major platforms (website, annual report) • Commemorative gifts • Reserved table for 10 at the President's Dinner • 1st Round Selection of Exhibit Table Location • 4 tickets to 2025 Annual Golf Tournament
Platinum	\$7500	<ul style="list-style-type: none"> • Naming opportunity for a conference meal, activity, or session room • Recognition on event website, Association website, and annual report • 6 Memberships to the association for two years • 6 Registrations to the Annual Conference • 3 Complimentary Postings on SCPHA Job Board • Commemorative gifts • Acknowledgment in newsletters and event programs • Reserved seating for 6 at the President's Dinner • 2nd Round Selection of Exhibit Table Location • 2 tickets to 2025 Annual Golf Tournament
Gold	\$3500	<ul style="list-style-type: none"> • Recognition on event website, Association website, and annual report • 3 Memberships to the association for a year • 3 Registrations to the annual conference • 2 Complimentary Postings on SCPHA Job Board • Acknowledgment in newsletters • Commemorative gifts • Exhibitor Table
Silver	\$1500	<ul style="list-style-type: none"> • Recognition on event website, Association website, and annual report • 2 Memberships to the association for a year • 2 Registrations to the annual conference • 1 Complimentary Posting on SCPHA Job Board • Acknowledgment in newsletters • Commemorative gifts • Exhibitor Table
Bronze	\$750	<ul style="list-style-type: none"> • Recognition on event website • 2 Registrations to the annual conference • Thank you letters or certificates • Exhibitor Table