

35th and 36th Annual UNC Minority Health Conference

May S. Chen – UNC Gillings School of Global Public Health – Health Behavior



PROJECT ABSTRACT

The Minority Health Conference is the largest and longest running student-led health conference in the country. Our mission is to raise awareness of health disparities and to mobilize the public health community to take action for change. From 2013 to 2014, I was a member of the posters committee and in 2014-2015, I was asked to be the co-chair conference. During these two years, my responsibilities included:

- Fundraising and managing a budget of \$50,000
- Organizing and managing a team of 60 student volunteers
- Developing vision and theme for the 2015 conference

PURPOSE + GOALS

- Raise awareness around health disparities among professionals working in health sectors
- Mobilize students, academics, and community members to take action for change
- Contribute to greater health equity for marginalized communities of color and LGBTQ individuals



ACKNOWLEDGEMENTS

I would like to acknowledge the UNC Gillings School of Global Public Health for their generous support, our MHC advisors for their guidance throughout the process, our tireless student planning committee for their hard work, and all of the speakers, panelists and attendees who made the conference a success.

PROJECT IMPLEMENTATION

As the 2014-2015 co-chair, I developed and implemented the vision for the 2015 conference. In this position, I selected the conference theme and keynote speakers, set the objectives and timeline for each of the sub-committees, and managed their progress throughout the planning process (sub-committees outlined below). In addition, I was responsible for venue liaising and monitoring conference logistics such as registration, budget management, and keynote speaker travel and accommodations as well as communicating with all key stakeholders.

Speakers	Fundraising	Communications	Posters	Exhibitors	Broadcast	Evaluation
<ul style="list-style-type: none">• Develop breakout sessions topics and identify speakers• Coordinates speakers' travel and lodging	<ul style="list-style-type: none">• Solicit donations and sponsorships for the conference• Organize annual conference fundraiser	<ul style="list-style-type: none">• Develop promotional materials• Coordinate social media presence and conference PR materials	<ul style="list-style-type: none">• Review and select poster abstracts for presentation at conference• Coordinate poster sessions during conference	<ul style="list-style-type: none">• Identify and liaise with organizations that will exhibit materials on the day of the conference	<ul style="list-style-type: none">• Coordinate the web broadcast of the keynote speech and live Q&A session with speaker	<ul style="list-style-type: none">• Design and implement evaluation of conference• Produce a mid-point and final evaluation report for chairs



RESULTS + IMPACT

Local:

- Raised over \$50,000 for the conference both years
- Created opportunities for students, faculty, practitioners to network and develop new partnerships

Regional:

- 520 attendees in 2014 and 650 registered in 2015
- Conducted a 20 minute segment on NPR about economic inequality and health disparities
- Interview with local media TV station to raise awareness about minority health

National/Global:

- 794 webcast attendees from 26 states in 2015
- Eight partner conferences established at peer institutions nationwide
- Group viewings of keynote held domestically and internationally

