



Medical Advocacy & Outreach

Alabama  AETC
AIDS Education Training Center



BREAKING BARRIERS SUMMIT 2019

October 2018

Dear Health and Wellness Colleagues:

Medical Advocacy & Outreach (MAO) and its colleagues at the Alabama AIDS Education Training Center are thrilled to invite you to consider participating in the 3rd annual multi-day *Breaking Barriers Summit*. **The 2019 Breaking Barriers Summit will be held January 23 – 25, 2019 at the exquisite Renaissance Montgomery Hotel & Spa at the Convention Center in Montgomery, Alabama.** The *Breaking Barriers Summit* is quickly becoming the conference not to miss, particularly if you are seeking to expand either your knowledge of the issues impacting health and wellness in the South, or want to increase your exposure to social workers, counselors, medical and behavioral health practitioners, and service agencies. With each passing year, the *Breaking Barriers Summit* grows in terms of participants, content, and exhibitors. We look forward to having you join us in January 2019 as a participant, a sponsor, and/or an exhibitor promoting your products and services.

Based on preliminary interest in the 2019 *Breaking Barriers Summit* theme, ***Health Disparities and Social Justice in the Deep South***, nearly 300 participants are expected to join MAO and Alabama AETC in January. The *Summit* will again unite social service workers, medical and behavioral health providers, researchers, and advocates from across Alabama and nearby states in a shared experience of professional growth. Social workers, counselors, and nurses can earn as many as 12.5 contact hours of continuing education awarded by MAO and/or its collegiate and institutional partners. This year, participants will expand their knowledge on topics including:

- Health Disparities in the Deep South
- HIV/AIDS in the South: Addressing Social Issues
- LGBT Youth: Lessons in Cultural Humility
- Ending HIV in Alabama
- Update on Antiretroviral Therapy
- HIV & Behavioral Health: Common Co-Occurring Diagnoses
- Health Literacy: Improving Adherence through Better Provider-Client Communication
- The Essentials of Advocacy: Becoming an Effective Voice for Support & Change
- Making a Difference: PrEP, PEP, and U=U
- Mental Health First Aid for Clients & Providers
- Understanding the Impact of Structural Violence
- Faith and Wellness: Integrating Health & HIV Education into Communities of Faith
- Social Determinants of Women's Health
- Social Justice & Medical Care
- Health Equity in Rural Communities: Overcoming Barriers to Care
- Integrating Behavioral Health & Medical Care

Quality care and a good quality of life require collaborating providers, suppliers, and information resources. With that in mind, the enclosed information is intended to help you secure your place as a forward-thinking sponsor and exhibitor. Your involvement will enhance this year's event and open doors that may lead to great partnerships. **All sponsor and exhibitor commitments MUST be received by January 15, 2019.** Members of our team are eager to answer your questions and explore opportunities with you. Together, we will continue to "break barriers" long past #BBS2019.

Most sincerely,

Doug McCloud
Health Educator and Fundraising Coordinator
(334) 481-1602 / dmcccloud@maoi.org



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BREAKING BARRIERS SUMMIT 2019

HEALTH DISPARITIES AND SOCIAL JUSTICE IN THE DEEP SOUTH

- To showcase your products, services and publications to consumers, healthcare providers and other professionals in Alabama and the surrounding regions.
- To reach a captive audience that could benefit from knowledge about your products, services and publications, and who can extend your brand image to larger populations by way of their use or display.
- To meet your customers and gain knowledge and useful feedback about their needs for products and services.
- To associate your brand image with critical issues that have remained relevant and prominent in the realms of media and political interest for more than three decades.

WHO SHOULD SPONSOR OR EXHIBIT?

- Advocacy Organizations
- Government Agencies
- Community-based Organizations
- Healthcare, Social Work and Wellness-focused Associations
- HIV/AIDS and LGBTQ+ Service Providers
- Healthcare Suppliers
- Pharmaceutical Suppliers
- Any entity that provides products, services and publications that benefit medical and/or behavioral health providers or the beneficiaries of their services.

MEDICAL ADVOCACY & OUTREACH & ALABAMA AETC

The Breaking Barriers Summit is hosted annually by Montgomery AIDS Outreach, Inc., D.B.A. Medical Advocacy and Outreach (MAO), a not-for-profit agency. MAO provides health and wellness services to an average of 1,800 individuals spanning 28 Alabama counties annually. Through two full service clinic hub locations, Montgomery and Dothan, and a network of 10 Alabama e-Health satellite clinics across Southern Alabama, MAO provides a menu of services to individuals infected and/or affected by potentially life-threatening illnesses such as HIV/AIDS and Hepatitis C, among others, and educating those of all ages who are at risk. Available services include: direct primary and HIV specialty care by physical and mental health providers in a clinical setting or via telemedicine; HIV education and testing; community wellness and prevention education and testing; food bank services; housing and transportation assistance; and other support services designed to encourage treatment adherence and improved quality of life.

The MAO Learning Center is home to the Alabama AIDS Education Training Center (Alabama AETC), a joint initiative with Southeast AIDS Education and Training Center (SE AETC) at Vanderbilt University's Comprehensive Care Clinic.

MAOI.ORG

Alabama AETC
AIDS EDUCATION AND TRAINING CENTER

WHY SPONSOR OR BE AN EXHIBITOR?

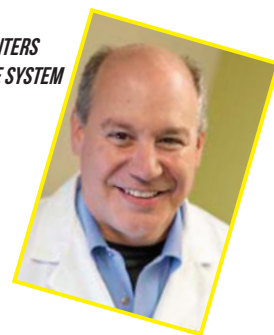
JANUARY 23 - 25, 2019

RENAISSANCE MONTGOMERY HOTEL & SPA AT THE CONVENTION CENTER
201 TALLAPOOSA ST, MONTGOMERY, AL 36104

JOIN KEY NOTE AND FEATURED PRESENTER

MICHAEL SAAG, MD

INTERNATIONALLY ACCLAIMED RESEARCHER,
SPEAKER, INNOVATOR, AND AUTHOR OF
*POSITIVE: ONE DOCTOR'S PERSONAL ENCOUNTERS
WITH DEATH, LIFE, AND THE US HEALTHCARE SYSTEM*



Medical Advocacy & Outreach



SPONSORSHIP LEVELS & EXHIBITOR OPPORTUNITIES

BENEFITS OF PARTICIPATION

QUESTIONS? WANT TO BE AN EXHIBITOR OR SPONSOR?

CALL (334) 481-1602

OR E-MAIL DMCCLOUD@MAO.ORG.

	Non-profit Exhibitor (\$150) (Under 150 employees)	Bronze Sponsor (\$500) <i>Education & Outreach</i>	Silver Sponsor (\$750) <i>Testing and Prevention</i>	Gold Sponsor (\$3,000) <i>Treatment and Telehealth</i>	Platinum Sponsor (\$4,500) <i>U = U</i>
Exhibit table with 2 chairs all 3 days of conference	✓	✓	✓	✓	
Exhibit table with 2 chairs in <i>PRIME</i> location all 3 days of conference					✓
Name recognition in conference program	✓	✓	✓	✓	✓
Full page ad in the conference program					✓
Half page ad in the conference program				✓	
Quarter page ad in conference program			✓		
Name recognition on promotional flyer		✓	✓	✓	✓
Logo credit on all promotional flyers and e-blasts				✓	✓
Pre and post conference social media announcements		✓	✓	✓	✓
Recognition via expanded social media (15,000+ impressions*)				✓	✓
Name recognition on conference web page		✓	✓	✓	✓
Link on conference web page (30 days after the conference)			✓		
Link on conference web page w/ logo (60 days after the conference)				✓	
Link on conference web page w/ logo (90 days after the conference)					✓
Placement of materials on all tables at plenary sessions				✓	✓
Verbal acknowledgement at the conference					✓
Signage in general assembly / plenary sessions				✓	✓
15-minute speaking slot at one (1) general assembly session				✓	✓
Credit in communications with mainstream media				✓	✓
One (1) complimentary conference registration				✓	✓
One (1) free hotel room (for one (1) night during the conference)					✓
Opportunity to include giveaways in goody bags <i>(deliver to MAO 2 weeks in advance)</i>				✓	✓
<i>*Minimum direct impressions derived solely from messaging</i>					
<i>for similar or prior event. Does not reflect additions of viral or indirect.</i>					

EXHIBITOR COMMITMENTS ARE REQUESTED BY JANUARY 15, 2019.

Planning Tips:

- Event set-up for exhibitors will begin at 11:00 a.m.
- on January 23, 2019.
- Conference activities will begin at 1 P.M. on January 23, 2019.
- All exhibitors should expect to remain for the entire conference.
- Participants will be actively encouraged to interact with exhibitors.

- Event teardown will take place from 2:00 - 3:00 P.M. on January 25, 2019.
- Exhibitor and sponsor fees **do not** reflect power connection and technology specific to individual exhibitor needs. Contact Doug McCloud for forms, fees, and venue contact information. Power and technology connection fees will be paid directly to the venue unless otherwise agreed.

BREAKING BARRIERS SUMMIT 2019 COMMITMENT FORM

(A MAO representative will contact you to discuss your sponsorship and preferred method of payment. Commitments using a major credit card can be initiated and paid online.)

I, as a duly authorized representative of, _____ [Sponsor/Exhibitor Name], make this commitment to support the realization of *Breaking Barriers Summit 2019* at the level indicated below. I understand sponsors and exhibitors will be acknowledged through a combination of methods available as of the date MAO receives each signed commitment.

BREAKING BARRIERS SUMMIT 2019 SPONSORSHIP & EXHIBITOR LEVELS (CHECK LEVEL OF COMMITMENT)

- ☐ Platinum Sponsor - \$4,500
- ☐ Gold Sponsor - \$3,000
- ☐ Silver Sponsor - \$750
- ☐ Bronze Sponsor - \$500
- ☐ Non-profit Exhibitor - \$150
- ☐ Other Donation or Form of Support
Please describe: _____



- Furthermore, in making this commitment of sponsorship, I accept and acknowledge the following:
1. MAO and its representatives reserve the right to disallow the distribution of literature or merchandise that could be considered offensive to those attending the Breaking Barriers Summit and/or the populations served by MAO.
 2. Sponsorship of the Breaking Barriers Summit does NOT imply endorsement by MAO or its affiliates of me, my business, related services or products.
 3. Payments associated with fulfilling my sponsorship commitment MUST be received by MAO no later than thirty (30) days following the Breaking Barriers Summit event, and failure to do so will not release me or the business I represent from any obligation to provide payment.
 4. To support MAO's ability to provide the stipulated visibility associated with my/our sponsorship investment, high resolution logos and/or graphics (.eps, .png, .jpg or .PDF) for use in promotion MUST be e-mailed to tstephens@maoi.org immediately after making a commitment. *Graphics not received by January 15, 2019 will not be included.*

Signature: _____ Date: _____
Name: _____ Title: _____
Company/Business Name: _____
Website: _____
Address: _____
City/State/Zip: _____
Primary Phone: (_____) _____ Alternative Phone: (_____) _____
Email: _____

RETURN FORMS BY MAIL, FAX OR E-MAIL.

MAO, Attn.: BBS2019, 500 Interstate Park Dr., Ste. 522, Montgomery, AL 36109
Fax (334) 356-1418

QUESTIONS? **CALL (334) 481-1602. E-MAIL DMCCLLOUD@MAOI.ORG.**



MAO

*Montgomery AIDS Outreach, Inc., D.B.A. Medical Advocacy & Outreach (MAO)
is a 501(c)3 not-for-profit organization - EIN 63-0959628. If paying by check, please make payable to MAO.*

Provider Name

Commercial Support Agreement – Attachment 7

A commercial interest, as defined by the American Nurse's Credentialing Center (ANCC), is any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Nonprofit or government organizations, non-healthcare-related companies, and healthcare facilities are not considered commercial interests.

Commercial support is financial or in-kind contributions given by a commercial interest that are used to pay for all or part of the costs of a CNE activity.

Note: Organizations providing commercial support may not provide or joint provide an educational activity.

Title of Educational Activity:	
Activity Location (if live):	Activity Date (if live):
Name of Commercial Interest Organization:	
Name of Accredited Provider:	
Total amount of Commercial Support:	
Area(s) of activity Commercial Interest organization would like to support: <ul style="list-style-type: none"> <input type="checkbox"/> Unrestricted <input type="checkbox"/> Restricted* <ul style="list-style-type: none"> <input type="radio"/> Speaker honoraria <input type="radio"/> Speaker expenses <input type="radio"/> Meal <input type="radio"/> Other (please list): 	

** Commercial interest may request that funds be used to support a specific part of an educational activity. The Accredited Provider may choose to accept the restriction or not accept the commercial support. The Accredited Provider maintains responsibility for all decisions related to the activity as described below.*

Terms and Conditions	
1.	All organizations must comply with the <i>ANCC Content Integrity Standards for Industry Support in Continuing Educational Activities</i> which is available on the ANCC Accreditation web page.
2.	This activity is for educational purposes only and will not promote any proprietary interest of a Commercial Interest organization providing financial or in-kind support.
3.	The Accredited Provider is responsible for all decisions related to the educational activity. The Commercial Interest organization providing financial or in-kind support may not participate in any component of the planning process of an educational activity, including: <ul style="list-style-type: none"> ▪ Assessment of learning needs ▪ Determination of objectives ▪ Selection or development of content ▪ Selection of planners, presenters, faculty, authors and/or content reviewers ▪ Selection of teaching/learning strategies

	▪ Evaluation methods
4.	The Accredited Provider will make all decisions regarding the disposition and disbursement of commercial support in accordance with ANCC criteria.
5.	All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to any individuals involved with the supported educational activity.
6.	Commercial support will be disclosed to the participants of the educational activity.
7.	Commercial Interest Organizations may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the format of the educational activity.

Statement of Understanding

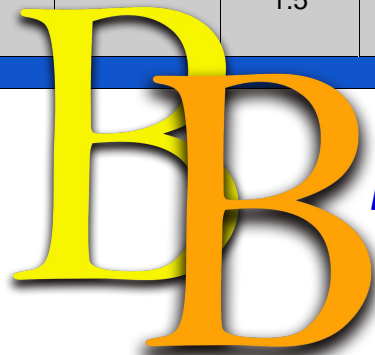
An "X" in the boxes below serves as the electronic signatures of the representatives duly authorized to enter into agreements on behalf of the organizations listed and indicates agreement of the terms and conditions listed in the Commercial Support Agreement above.

Accredited Provider Name:	
Address:	
Name of Representative:	
Email Address:	
Phone Number:	
Fax Number:	
_____ Electronic Signature (Required) Date:	
Completed By: (Name and Credentials)	

Commercial Interest Name:	
Address:	
Name of Representative:	
Email Address:	
Phone Number:	
Fax Number:	
_____ Electronic Signature (Required) Date:	
Completed By: (Name and Credentials)	

Breaking Barriers Summit 2019: Health Equity and Social Justice in the Deep South
Wednesday, January 23, 2019

Day	Time	Duration (hours)	Topic	Presenter	Presenter Org	Title
Wed	1:00-2:30	1.5	Health Disparities in the Deep South: Factors and Fixes	Emilio J. German, MSHSA	Division of HIV/AIDS Prevention; National Center for HIV, Viral Hepatitis, STD and TB Prevention; Centers for Disease Control and Prevention Atlanta, GA	Public Health Analyst-Coordinator for Hispanic or Latino Health Equity Activities
Wed	2:45-4:15	1.5	HIV/AIDS in the South: Addressing Social Issues Affecting Care	Kathie Hiers	AIDS Alabama Birmingham, AL	CEO
		1.5	Advocacy in Action: A Client-Centered Approach	Karen Carr Turner, BS, MPSE	MAO Montgomery, AL	Community Health Educator
		1.5	Opioid Abuse in Southern States: The Effect on Community Health	John T. Olsen	Alabama College of Osteopathic Medicine Dothan, AL	Student Physician (OMS-2)



Bold blue indicates Social Work clinical session

BREAKING BARRIERS SUMMIT 2019



Medical Advocacy & Outreach



ALABAMA STATE BOARD OF
**SOCIAL WORK
EXAMINERS**



Breaking Barriers Summit 2019: Health Equity and Social Justice in the Deep South
Thursday, January 24, 2019

Day	Time	Duration (hours)	Topic	Presenter	Presenter Org	Title
Thurs	7:00-8:00	0	Breakfast (no speaker)			
Thurs	8:00-9:00	1.0	Ending HIV in Alabama	Michael Saag, MD	UAB Center for AIDS Research	Director
Thurs	9:15-10:45	1.5	Update on Antiretroviral Therapy: 2019	Michael Saag, MD	UAB Center for AIDS Research	Director
		1.5	Mental Health First Aid for Clients and Care Providers	Cedric Leonard, LPC	Shelby County District Attorney's Office Pelham, AL	Investigator, Community Liaison Team
Thurs	11:00-12:30	1.5	Health Literacy: Improving Treatment Adherence through Better Provider-Client Communication	Patrick Devereux, PharmD	FMS Pharmacy Bessemer, AL	President
		1.5	Understanding the Impact of Structural Violence	Laurie Dill, MD	MAO Montgomery, AL	Medical Director
		1.5	The PATHways Program at the Vanderbilt Comprehensive Care Clinic: An Integrated Approach to Reaching Psychosocially-overwhelmed People Living with HIV	Robertson Nash, PhD, ACNP, BC	PATHways Program Vanderbilt Comprehensive Care Clinic Nashville, TN	Director
Thurs	12:30-1:45	0	Lunch (no speaker) Welcome and Announcements			
Thurs	1:45-2:15	0	Networking and Visiting Exhibitors			
Thurs	2:15-3:45	1.5	HIV and Behavioral Health: Addressing Common Co-Occurring Diagnoses	Elana Merriweather, Ed.S., AADC, LPC, NCC	MAO Montgomery, AL	Director of Behavioral Health
		1.5	Social Justice and Medical Care	Cordelia Stearns, MD	MAO Montgomery, AL	Staff Physician
		1.5	Moving Mountains and Changing Landscapes – HIV to HIV Organ Transplantation	Darnell Mompont-Williams, CRNP, DNP	HIV Transplant Program UAB Medicine Birmingham, Alabama	Nurse Practitioner
Thurs	3:45-4:30	0	Networking and Visiting Exhibitors			
Thurs	4:30-6:30	0	Welcome Reception			

Breaking Barriers Summit 2019: Health Equity and Social Justice in the Deep South
Friday, January 25, 2019

Day	Time	Duration (hours)	Topic	Presenter	Presenter Org	Title
Fri	7:00-8:15	0	Breakfast (no speaker)			
Fri	8:15-9:45	1.5	Youth Sexual Health: Abstinence+	A. Kai Mumpfield, LCSW, PIP	Alabama State University Montgomery, AL	Director of Field Education – BSW Program
		1.5	Incorporating Civic Health into Client Education and Care	Landon Nichols, MPA	MAO Montgomery, AL	Civic Health Liaison
		1.5	Faith and Wellness: Integrating Health and HIV Education into Faith Settings	Scott Holmes, PsyD, Ed.S, LPC, NCC	Alabama Department of Youth Services Mt. Meigs, AL	Statewide Director of Behavioral and Mental Health Treatment
Fri	9:45-10:15	0	Networking and Visiting Exhibitors			
Fri.	10:15-11:45	1.5	TBD			
		1.5	Health Equity in Rural Communities: Overcoming Barriers to Care	Jessica Seigel	National Rural Health Association Washington, DC	Government Affairs Communications Coordinator
		1.5	Converging Ideas (Interactive feedback and Q & A session with panel of speakers from previous sessions)	Various	--	--
Fri	12:00-1:00	0	<u>Affinity Sessions (during lunch)</u> Behavioral Health African American MSM Clinical Issues Education and Outreach Advocacy	Elana Merriweather Monté Hammon Dr. Marguerite Barber-Owens Bretia Gordon Landon Nichols		
Fri	1:00-2:00	1.0	<i>Closing Plenary (Topic TBD)</i>	Scott Holmes, PsyD, Ed.S, LPC, NCC	Alabama Department of Youth Services Mt. Meigs, AL	Statewide Director of Behavioral and Mental Health Treatment
Fri	2:00-2:15	0	Wrap-Up			

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