



HEALTHY CHURCHES 2030
Annual Conference

HEALTHY CHURCHES 2030 Virtual Conference 2021

**THE BLACK HEALTH AGENDA:
THE INTERSECTION OF
HEALTH, RELIGION AND RACE**

NOVEMBER 15 - 18, 2021



THE BALM
IN GILEAD™



Annual Healthy Churches 2030 Conference

**The Black Health Agenda:
The Intersection of
Health, Religion and Race**

NOVEMBER 15 - 18, 2021

Healthy Churches 2030 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 not limited to: diabetes, obesity, heart disease, amyloidosis, Alzheimer's, cancer, HIV, Digital Health, clinical studies and so much more.

Healthy Churches 2030 National Conference is committed to helping congregational-based health ministries to improve the health and healthcare outcomes of individuals and surrounding communities they serve.

Table of Contents

"The greatest use of a life is to spend it on something that will outlast it." WILLIAM JAMES

Welcome	4
About The Balm In Gilead	5
Conference Overview	10
Conference Summary	11
Virtual Conferences Features	12
Why You Should Attend	13
Registration Details	16
Conference Schedule	17
Past Sponsors, Partners and Other Information	18



Welcome

Message from our Founder and CEO

Hello Family and Friends!

It's that time of year when we begin to prepare for your arrival at the **8th Annual Healthy Churches 2030 Conference, November 15-18, 2021**. This is also our time to reflect on the goals we set last year to improve the health behaviors within our congregation, community, family and within our own individual lives.

The COVID-19 pandemic brought, for many of us, a lot of dark days of tremendous grief, sickness and sadness. The SARS-CoV-2, the strain of coronavirus that causes the COVID-19, attacked all people living on our planet earth. Our entire global neighborhood was attacked by this virus. This global pandemic also revealed the factual, scientific evidence that health inequity is a root cause of the alarming rates of COVID-19, diabetes, cancer, Alzheimer's, cardiovascular disease, HIV/AIDS and all other health disparities that continue to haunt Black people worldwide.

COVID-19 also provided us opportunities to increase our efforts to feed and give clean water to more people in need; to advocate for an increase of broadband access so our community members will have available technologies to meet the demands of telemedicine and classrooms online. For some of us, we began to use the land around our churches for community gardens to help reduce poverty in our neighborhoods. Many of us learned how to strengthen our congregation's capacity to provide a safe and trusted place for COVID-19 testing and vaccine distribution. Most importantly, the pandemic revealed our vulnerabilities and what really matters to us. Life Matters! Health Matters! Love Matters! Service Matters!

The 8th Annual Healthy Churches 2030 Conference will continue our efforts, with a renewed commitment to do more in areas that will increase the capacity of our congregations and strengthen our own individual effectiveness to lead efforts which will improve the health status of people we love and serve.

Pastors, congregational health ministers & leaders, missionaries, deacons, community health workers, nurses, physicians, researchers, corporate leaders, and all who believe in health equity and improving health outcomes for Black people – **JOIN US for this one-of-a-kind annual, virtual event. Don't wait! Register Today!**

Sincerely, Abiding Faith and Good Health!



Dr. Pernessa C. Seele
Founder & Chief Executive Officer

Barbara L. Shaw
Board Chair

Board of Directors
Elnora P. Hamb
Angela A. Aidala
Sandra B. Crowder
Cheryl Ivey Green
Bishop George E. Battle, Jr.
Charles Owens
Erline Belton
Robert Jamerson
Marilyn Valentine

WE LOOK FORWARD TO OUR ANNUAL TIME TOGETHER AT THE VIRTUAL 8TH ANNUAL HEALTHY CHURCHES 2030 CONFERENCE, NOVEMBER 15-18, 2021.

The Organization



Featured in the photo from left to right:

- Rev. Dr. James A. Forbes, Jr.;
- Bishop Norman N. Quick;
- Rev. Canon Frederick Boyd Williams;
- Rev. Dr. Robert M. Franklin Jr.
- Rev. Dr. Johnnie Colemon;
- Bishop T. D. Jakes;
- Rev. Dr. W. Franklyn Richardson;
- Rev. Dr. Alvin T. Durant;
- Dr. Pernessa C. Seele (2000)

OUR VISION

Faith institutions serving people of African descent are fully engaged in preventing diseases and improving the health and wellness 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.

Celebrating Over 32 Years of Service!

The Balm In Gilead, Inc. is a 501(c)(3) non-profit organization that develops educational and training programs specifically designed to establish sustainable, integrated public health and faith principles to improve outcomes for individuals living in urban, rural, and remote communities.

The Healthy Churches 2030 Initiative, 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 evidence-based health awareness, understanding, and interventions through principles of cultural competence to a broad spectrum of African Americans across the United States.

By working with national, regional, and local faith-based partners, The Balm In Gilead establishes grass-root health delivery systems. It increases the number of individuals who can lead in areas of health promotion, disease prevention, screening, and disease management.



The Balm In Gilead Programmatic Objectives

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.

INCREASE UNDERSTANDING

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

INCREASE PARTICIPATION

Increase participation in, and utilization of, biomedical interventions, clinical research, medication adherence and precision medicine among African Americans.

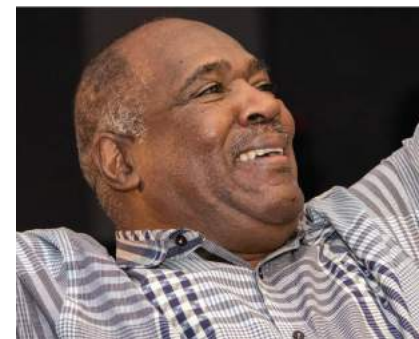


Partnerships and Message from the Conference Chairperson

The Balm In Gilead

CONNECTING PUBLIC HEALTH AND FAITH!

Our partnerships with public health institutions, faith and community-based organizations, and corporations, over three decades, continue to be a core element of The Balm In Gilead's roadmap of strengthening the capacity of faith-based institutions to implement evidence-based health activities that mirror sustainable, effective public health efforts.



Bishop Horace E. Smith, MD
Conference Chair

Senior Pastor,
Apostolic Faith Church

Assistant Professor of Pediatrics
Northwestern University
Feinberg School of Medicine Chicago, IL



For Christians, understanding the natural working of blood fills us with wonder and insights. With incredible precision, the cells in our circulatory system provide nourishment, protection, and healing to every cell throughout our bodies. These provisions are part of the common grace all of us enjoy. But blood has even greater significance for believer."



Faith Leadership Council

MEMBERS

- **BISHOP W. DARIN MOORE**
Presiding Prelate Mid-Atlantic Episcopal District, African Methodist Episcopal Zion (AMEZ) Church Denomination
- **BISHOP TERESA JEFFERSON-SNORTON**
Presiding Prelate, 5th Episcopal District, Christian Methodist Episcopal (CME) Church Denomination
- **REV. DR. W. FRANKLYN RICHARDSON**
Chairman, Conference of National Black Churches
- **BISHOP MICHAEL A. FRENCHER**
Presiding Prelate, Southwestern Delta Episcopal District, African Methodist Episcopal Zion (AMEZ) Church Denomination
- **BISHOP HORACE E. SMITH, MD**
Presiding Bishop Emeritus, Pentecostal Assemblies of the World
- **BISHOP HARRY L. SEAWRIGHT**
Presiding Prelate, Ninth Episcopal District, African Methodist Episcopal (AME) Church Denomination
- **REV. DR. CLAUDETTE A. COPELAND**
Co-founder & Pastor Emeritus of New Creation Christian Fellowship, San Antonio, TX
- **DR. PERNESA SEELE**
CEO & Founder, The Balm In Gilead

8TH Annual Healthy Churches 2030 Conference

Conference Overview

Healthy Churches 2030 Annual Conference (HC2030) is a four-day virtual conference held November 15-18, 2021. The Balm In Gilead brings public health and faith leaders together to strategically address health disparities among African Americans. This one-of-a-kind virtual conference equips African American congregations and public health professionals with the tools to confront racial inequities in healthcare and wellness programs.

In conjunction with The Balm In Gilead's Roadmap 2030: The Black Health Agenda, the conference seeks to build the capacity of individuals and congregations to incorporate key strategies and activities outlined by the U.S. Health & Human Services, Healthy People 2030 Initiative into its network of congregational ministries and programs.



Conference Summary



OUR CONCEPT

Healthy Churches 2030 Conference is the premier national conference bringing faith and public health communities together to build the capacity of African American congregations to become community hubs for health.

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 2030 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 100 speakers, the conference delivers four days of dynamic, candid conversations, progressive approaches to health care, 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.



OUR GOAL

The Healthy Churches 2030 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, chronic diseases, funding opportunities and evaluation presented by leaders in scientific research, clinicians skilled in nutritional medicine, experts on food and healthcare innovations.



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 known to foster change and provide technological tools that are best to help drive behavior change and outcomes.



HEALTHY CHURCHES 2030

Virtual Conference Features



Watch over 30 hours of programming featuring nationally-renowned health, faith, and corporate influencers.



Sessions include key note speeches from the main stage, panel discussions, and interactive symposiums.



Registration covers enrollment in 60-minute capacity-building seminars and virtual symposiums.



All sessions are available to registered attendees via a live interactive experience and on-demand.



Unlimited access to health ministry resources through the Virtual Exhibit Hall.



Network and connect in live 1:1 chat conversations with fellow attendees, public health experts, and sponsors.



Attendees can engage with fitness and nutrition experts through virtual classes.



Integrated social media allows attendees to share experiences in real-time.



Front-row seat to the Conference 2021 Best Practice Awards broadcast.



Virtual concert headlined by an award-winning Gospel artist.

Why You Should Attend?

Four key reasons to attend the Healthy Churches 2030 Conference

1

Learn from some of the nation's top public health and faith leaders about the future direction of health care for African Americans.

3

Healthy Churches 2030 Conference provides a keen focus on African American communities and the faith institutions serving people of African Descent, ensuring that they are fully engaged in preventing diseases and improving the health and wellness outcomes of those they serve.

2

Experience A Soul-Stirring 4 days – Cutting Edge Health Education! Praise & Worship! Great Preaching! Cardio Party!

4

Breakthrough Ideas! Healthy Churches 2030 Conference brings you the latest in medical technology, including precision medicine, which is transforming the direction of medical science in this very moment.

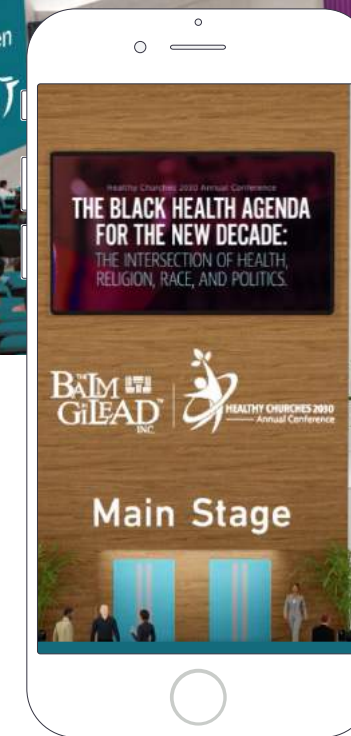
Virtual Platform

LOBBY

From the Lobby, attendees will navigate the areas of the Healthy Churches 2030 Conference. They will click directly onto the Exhibit Hall, Main Stage Auditorium, and Social Media Lounge and click on the navigation tabs at the top of your screen.

EXHIBIT HALL

Once in the Exhibit Hall, attendees will click on the individual exhibitor's name to view the virtual booth's full-size display. When at the virtual booth, they will view videos, downloaded resources, and engage in chats with conference sponsors and organizational partners. They can schedule one-on-one meetings with an exhibitor and ask questions that will benefit conference attendees via group chat.



MAIN STAGE

The Main Stage Auditorium is where attendees will access conference Institutes, Symposiums, and Plenary sessions. The Main Stage can be accessed by clicking the Main Stage sign in the Lobby and through the navigation tab at the top of the screen. Once inside the Main Stage Auditorium, attendees will click on the screen to access the agenda and select the presentations to view. Sessions will open 60-seconds before the indicated start time.

Our virtual conference is assessable via mobile devices. Attendees can tune in on the go.

Virtual Conference

Registration Information

REGISTRATION OPENS
July 1, 2021

REGISTRATION CLOSES
November 5, 2021

FULL CONFERENCE REGISTRATION
\$75.00 Per Attendee

FULL CONFERENCE REGISTRATION
GROUPS OF 20 OR MORE
\$30.00 Per Attendee

FOR MORE INFORMATION VISIT
www.healthychurches2030conference.org



Schedule

At-A-Glance

	MONDAY, NOVEMBER 15	TUESDAY, NOVEMBER 16	WEDNESDAY, NOVEMBER 17	THURSDAY, NOVEMBER 18
9:00am - 9:50am	Morning Session	Morning Session	Morning Session	Morning Session
10:00am - 11:00am	Plenary Session <i>(One speaker & Preacher)</i>	Plenary Session <i>(Two speaker)</i>	Plenary Session <i>(Two speaker)</i>	Plenary Session <i>(One speaker & Preacher)</i>
BREAK				
11:15am - 12:30pm	INSTITUTE #1 <i>(Session A & B)</i>	INSTITUTE #2 <i>(Session A & B)</i>	INSTITUTE #3 <i>(Session A & B)</i>	INSTITUTE #4 <i>(Session A & B)</i>
EXHIBIT HALL AND NETWORKING BREAK				
1:30pm - 2:30pm	Symposium One <i>(Session A & B)</i>	Symposium One <i>(Session A & B)</i>	Symposium One <i>(Session A & B)</i>	Symposium One <i>(Session A & B)</i>
BREAK				
2:45pm - 3:45pm	Symposium Two <i>(Session A & B)</i>	Symposium Two <i>(Session A & B)</i>	Symposium Two <i>(Session A & B)</i>	Symposium Two <i>(Session A & B)</i>
4:00pm - 6:00pm	Exhibit Hall and Networking Break			
7:00pm - 8:00pm	Cooking Celebrity	Awards Night	Fitness Night	A Celebration of Life <i>for those who have gone before us</i>

2020 Conference Sponsors



Diamond



Diamond



Diamond



Silver



Silver



Silver



Diamond



Diamond



Silver



Contributing Partner



Contributing Partner



HEALTHY CHURCHES 2030
Annual Conference

The Balm In Gilead
HEALTHY CHURCHES 2030 CONFERENCE

620 MOOREFIELD PARK DRIVE, SUITE 150
RICHMOND, VA 23235

804.644.2256
info@balmingilead.org

www.HealthyChurches2030Conference.org
www.BalmInGilead.org