



College of Nursing

Contemporary Issues in Urban Health: Contributions from Nursing Science 2017 Sponsorship Opportunities

The College of Nursing Contemporary Issues in Urban Health: Contributions from Nursing Science Conference, being held on **Wednesday, April 12, 2017**, is the premiere signature event for the College of Nursing, engaging over 100 attendees including nurse scientists, healthcare leaders and students who are preparing to become nurse leaders in research, education and practice. Sponsors not only receive recognition and visibility among an audience of industry leaders, experts and the future nursing workforce, but demonstrate their commitment to nursing research and excellence, supporting current and future generations of nurse scholars. A Research Day sponsorship also sets the stage for the event's keynote presentations delivered by nationally renowned nurse scholars.

Overview

City living can contribute to a healthy population through increased access to state-of-the-art health care services and talented practitioners, but it can also pose significant health risks through increased exposure to environmental contaminants, infectious diseases, chronic illnesses, and violence.

This one-day conference will examine how social and environmental factors interact to affect health outcomes in vulnerable, underserved populations from a nursing perspective. Nurse scientists will shed light on urban health topics including cancer education, prevention, early detection and risk management; effects of intimate partner violence on the physical and emotional health of pregnant women, infants and young children; poor air quality and the increased risk of respiratory disease; consequences of intravenous drug use; and the role of social and environmental stressors on the disproportionately high pre-term birth rate among African-American women.

Schedule at a Glance

- 8:00 a.m.** – Registration and continental breakfast
- 9:00 a.m.** – Welcome
- 9:15 a.m.** – Opening Keynote Address
- 10:30 a.m.** – Break
- 11:00 a.m.** – Panel Discussion
- 12:00 p.m.** – Lunch and Research Posters
- 1:45 p.m.** – Breakout Sessions
- 2:45 p.m.** – Break
- 3:15 p.m.** – WSU College of Nursing Alumna of the Year Award
- 3:30 p.m.** – Sigma Theta Tau International-Lambda research grant awards
- 3:45 p.m.** – Closing Keynote Address
- 4:45 p.m.** – Closing Remarks



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2017 Keynote Speakers



Sandra Millon Underwood, Ph.D., RN, FAAN

Dr. Sandra Millon Underwood is Professor at the University of Wisconsin-Milwaukee (UWM). Dr. Underwood has directed courses that focus on nursing research, foundations of health, cancer prevention and control, cultural diversity in health care, and perspectives of health care systems. In addition, she served as the founding Director of the UWM House of Peace Community Nursing Center. Dr. Underwood has engaged in a number of funded research projects focused on cancer education, cancer prevention, early detection and cancer risk management. These projects have targeted at-risk and underserved populations of men, women and children from urban communities, rural communities, and island community beyond the contiguous United States. Included among the agencies providing funding to support this body of research has been the National Cancer Institute, the Susan G. Komen Foundation for the Cure, the Wisconsin Department of Health and Family Services, the American Cancer Society, and the UWM Center on Race and Ethnicity.

Dr. Underwood has assumed a number of statewide and national appointments and positions. She was appointed to serve on the National Institutes of Health Council of Councils, the National Cancer Advisory Board, the National Institute of Nursing Research Advisory Council, the National Cancer Policy Board, the Department of Defense Prostate Cancer Integration Panel, and the Wisconsin Women's Health Foundation Expert Panel.

Dr. Underwood is an active member of the American Academy of Nursing, the National Black Nurses' Association, the Association of Black Nursing Faculty, Sigma Theta Tau International, the Oncology Nursing Society, and the National Black Leadership Initiative on Cancer. Dr. Underwood is committed to improving the access of women, minorities, the disadvantaged, and the underserved to state-of-the-art cancer prevention and control programs and behavioral and biomedical research and has dedicated her professional career to accomplishing this goal. For more information, please visit her personal website



College of Nursing

2017 Keynote Speakers



Phyllis Sharps, Ph.D., RN, FAAN

"The joy of being a maternal and child health clinical nurse specialist comes from partnering with families to promote healthy births, healthy families and effective parenting."

As an expert in maternal and child health nursing, a researcher, and a mentor to the next generations of Johns Hopkins nurses, Dr. Phyllis Sharps works at the forefront of community and public health nursing and at the interface of mental and physical health.

As associate dean for community programs and initiatives, she directs three health and wellness centers operated by the Johns Hopkins School of Nursing, provides care in a Baltimore shelter for homeless battered women and their children, and conducts ongoing community-based, participatory research. The overarching focus of her work is on the effects of intimate partner violence on the physical and emotional health of pregnant women, infants, and very young children.

With a \$3.5 million grant from the National Institutes of Health, Dr. Sharps is testing the Domestic Violence Enhanced Visitation Program (DOVE), a promising intervention to keep abused women and babies safe from intimate partner violence. She shares new clinical knowledge gained through her research in numerous nursing and public health scholarly publications and as a consultant and speaker for such organizations as the Family Violence Prevention Fund and the National Institute of Justice. Dr. Sharps also consults on cultural competency in research conducted among African-American women and in African-American communities.

Dr. Sharps' areas of scholarly expertise and interest include perinatal health, domestic violence, infant mortality, parenting, women's health in community settings, and domestic violence and physical and mental health consequences for women.



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Signature Sponsor - \$25,000

Benefits:

- Logo prominently displayed in sponsor recognition slideshow
- One full-page recognition for your company in event program
- Your sponsorship listed on LCD screens in the College of Nursing with traffic of 1,000+ during the semester
- Dedicated sponsorship banner at event
- Your company listed in the event invitation
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 5,000 inboxes
- Your company name prominently listed at the registration area and reception
- Your company listed on the online RSVP page
- Recognition of your company's support from the podium by event emcee
- Sponsor table at the event
- Your company listed and linked on the College of Nursing webpage

Platinum Sponsor – \$10,000+

Benefits:

- Your sponsorship listed on LCD screens in the College of Nursing with traffic of 1,000+ during the semester
- Dedicated sponsorship banner at event
- Your company listed in the event invitation
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 5,000 inboxes
- Your company name prominently listed at the registration area and reception
- Recognition of your company's support from the podium by event emcee
- Sponsor table at the event
- Your company listed on the online RSVP page
- Your company listing in event program
- Your company listed and linked on the College of Nursing webpage

Gold Sponsor - \$5,000+

Benefits:

- Your company listed in electronic event invitation
- Your sponsorship listed on electronic save-the-date postings and emails reaching more than 5,000 inboxes
- Your company name prominently listed at the registration area and reception
- Recognition of your company's support from the podium by event emcee
- Sponsor table at the event
- Your company listed on the online RSVP page
- Your company listing in event program
- Your company listed and linked on the College of Nursing webpage

Silver Sponsor - \$2,500+

Benefits:

- Recognition of your company's support from the podium by event emcee
- Sponsor table at the event
- Your company listed on the online RSVP page
- Your company listing in event program
- Your company listed and linked on the College of Nursing webpage



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Contemporary Issues in Urban Health: Contributions from Nursing Science 2017 Sponsorship Form

Please complete and return this form with payment to secure your sponsorship.

Sponsorships

- Signature Sponsor \$25,000
- Platinum Sponsor \$10,000+
- Gold Sponsor \$5,000+
- Silver Sponsor \$2,500+

Questions? Contact:

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Phone (313) 577- 6967
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5557 Cass Avenue
131 Richard Cohn Building
Detroit, MI 48202
Phone (313)-577-6967 • Fax (313)-577-4571
Email: reginasharma@wayne.edu

Signature and Agreement

The undersigned agrees to the conditions and benefits set forth in the Sponsorship Opportunities listing.

Official Representative _____
Signature _____
Date _____

Sponsor Information

Contact Name _____
Company _____
Address _____
City/State/Zip _____
Telephone _____
Fax _____
Email _____
Company URL _____

Payment

Full payment is required to begin sponsorship fulfillment.

Sponsorship Fee(s) _____
Amount Enclosed _____

- Check (made payable to: Wayne State University)
- Visa MasterCard

Card number _____
Card Exp. Date _____
Card CVV Security Code _____
Cardholder's Name _____
Cardholders's Street Address _____

Cardholder's City & State _____
Cardholder's Postal Code _____
Cardholder's Signature _____