



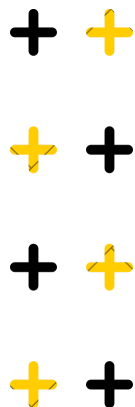
IOWA

Institute for Public Health
Practice, Research and Policy



20 25

SPONSORSHIP GUIDE



IMPROVING HEALTH
OUTCOMES THROUGH
PREVENTING CHILDHOOD
OBESITY CONFERENCE

ABOUT US



INSTITUTE FOR PUBLIC HEALTH PRACTICE, RESEARCH AND POLICY

The Institute for Public Health Practice, Research and Policy (IPHPRP) was established in 2023 with the merger of the former Institute for Public Health Research and Policy with the Institute for Public Health Practice, the Midwestern Public Health Training Center, the Center for Public Health Statistics and the Policy Research Project formerly with the Public Policy Center. The institute is comprised of the Public Health Practice and Workforce Development Core, the Statistical/Analytics Core, and the Research and Evaluation Core. This new structure will expand support of Iowa's public health and health care entities in population health and strategically invest available financial resources and staffing expertise to maximize the college's impact in the practice, research, and policy arena.

HEALTHY LIFESTARS

Healthy LifeStars is a national non-profit organization dedicated to ending childhood obesity through education, awareness and changed habits to influence future generations of healthy children. The program inspires personal responsibility to eat nutritious foods in the right amounts, stay physically active every day and set personal goals to achieve good health.

For more information please visit:

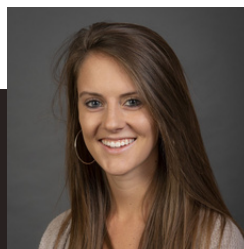
<https://healthylifestars.org/>

OUR TEAM



VICKIE MIENE
MS, MA, LMHC

Iowa HLS Director



JOSIE HENTZEN
MPH, CHES

Program Coordinator



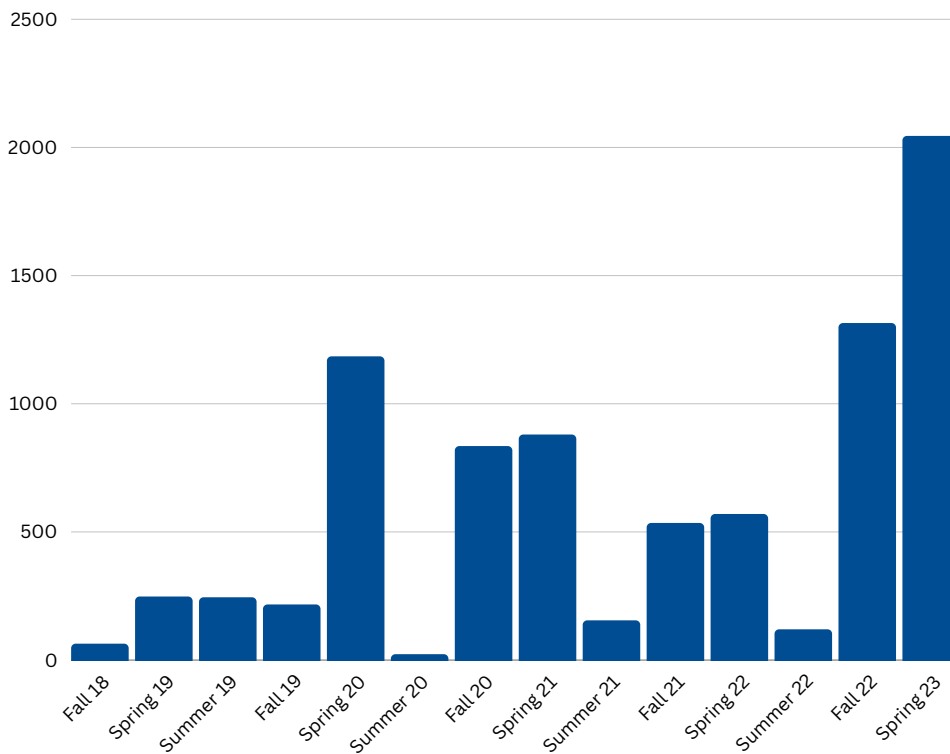
SOFIE DOLLISON-MCGILL
MPH, CHES

Project Coordinator

SPONSORSHIP IMPACT

- Healthy LifeStars school-based program brings education and motivation directly to school children by teaching three principles: healthy eating, staying active and goal setting.
- \$50 supports one child to go through the program for one year.
- Sponsorship allows children across the state of Iowa to benefit from the program at no cost to the child serving organization hosting the program.

Iowa HLS Participants Served Through April 2023



	Goal	Actual	Total Sites
FY19	300	312	6
FY20	1000	1647	18 COVID
FY21	1600	1738	8 COVID
FY22	1600	1260	5 COVID
FY23	2000	3480	13

+ + + +
+ + + +

8,437 TOTAL KIDS SERVED

QUOTES FROM KIDS IN THE PROGRAM



“The more exercise you do the easier it is for your lungs to take in more air, and it's also good to have deep breaths after you run a lot.”

“Being active and healthy is important for your body and to exercise your brain.”

“You shouldn't always just eat junk food and candy. You should try to eat fruits and vegetables mostly every day.”




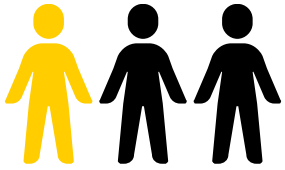
IMPROVING HEALTH OUTCOMES THROUGH PREVENTING CHILDHOOD OBESITY CONFERENCE

Annual Health Education Conference



This annual event includes a virtual all-day conference, featuring experts from across the country presenting their cutting edge research in childhood nutrition, physical activity, and prevention of long-term adverse health effects caused by obesity.

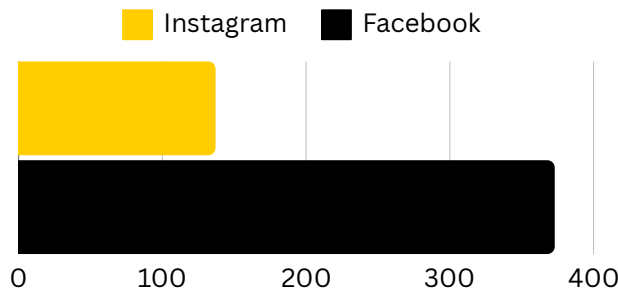
 **70%**
OF ATTENDEES WERE FROM IOWA IN 2023



1 IN 3 ATTENDEES GOT CEUS IN 2023

Target Audience: physicians, nurse practitioners, physician assistants, nurses, health promoters, public health professionals, pharmacists, diabetes educators, registered dietitians, social workers, school personnel, and more!

IOWA HLS SOCIAL MEDIA FOLLOWERS



4,733 PEOPLE RECEIVE EMAILS ABOUT OUR CONFERENCE

NEXT CONFERENCE

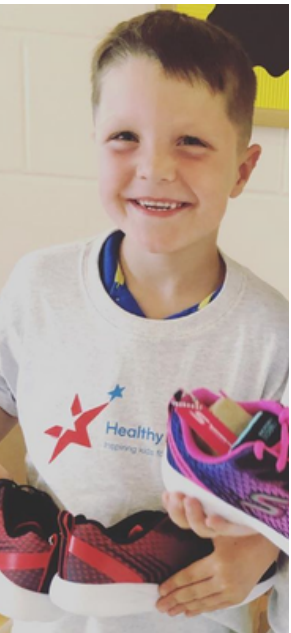
JANUARY 14TH, 2025



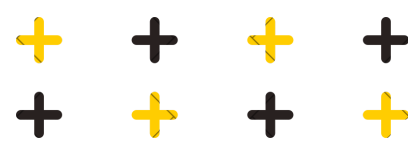
BENEFITS FOR SPONSOR



- Increase organization exposure to a national and local conference audience.
- Invest in efforts working to prevent future negative health impacts and increase healthy behaviors.
- Grow positive reputation by showing commitment to our community's and the next generation's health.
- Increase brand visibility among healthcare providers including physicians, nurses, social workers, dietitians, etc.



2024 SPONSORSHIP LEVELS



PLATINUM SPONSOR - \$10,000

- Keynote session named after company with all materials for that session branded with company's logo and colors
- Recognition as HLS Investor
- Spotlight in nationwide newsletter
- Access to conference attendee contact information
- Recognition plaque
- Access to conference attendee contact information
- Up to a 5-minute video for business advertisement to be played during conference break (commercial video, etc.)
- Recognition of sponsor name and logo on conference materials including full page promotion on electronic conference brochure
- 15 complimentary individual registrations for the conference
- Promote sponsor name and logo on IIPHRP and Healthy LifeStars websites
- Recognition on Healthy LifeStars social media pages

GOLD SPONSOR - \$5,000

- Breakout session named after company with all materials for that session branded with company's logo and colors
- Up to a 3-minute video for business advertisement to be played during conference break (commercial video, etc.)
- Recognition of sponsor name and logo on conference materials including 1/2 page promotion on electronic conference brochure
- 8 complimentary individual registrations for the conference
- Promote sponsor name and logo on IIPHRP and Healthy LifeStars websites
- Recognition on Healthy LifeStars social media pages
- Recognition plaque

SILVER SPONSOR - \$3,000

- Movement break sponsor (sponsor can lead movement break (60 seconds) between sessions wearing their branding/logos) or HLS will lead with recognition of Sponsor
- Recognition on Healthy LifeStars social media pages
- Recognition of sponsor name and logo on conference materials including 1/4 page promotion on electronic conference brochure
- 6 complimentary individual registrations for the conference
- Promote sponsor name and logo on IIPHRP and Healthy LifeStars websites
- Recognition plaque

BRONZE SPONSOR - \$1,500

- List sponsor name on conference materials and list name in electronic conference brochure
- Recognition on Healthy LifeStars social media pages
- 4 complimentary individual registrations for the conference
- List sponsor name and logo on IIPHRP and Healthy LifeStars websites
- Recognition plaque



THANK YOU!



CONTACT



<https://www.public-health.uiowa.edu/healthy-lifestars/>



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