A National, Multi-Platform Initiative
Bringing Public Health & Faith Together

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 are not limited to: diabetes, obesity, heart disease, arthritis, hepatitis, Alzheimer’s, cancer, HIV, precision medicine, and clinical studies.

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.
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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 believers.

Bishop Horace E. Smith, M.D.
Senior Pastor, Apostolic Faith Church
Assistant Professor of Pediatrics
Northwestern University Feinberg School of Medicine
Chicago, IL
As we enter the third decade of the 21st century, I thank you for your steadfast commitment to partner with The Balm In Gilead to become stronger and bolder change agents of health. Working together, we will continue to bring about spiritual and physical transformations within African American neighborhoods, both urban and rural across America.

The Balm In Gilead is celebrating its 31st year of service. If you are not yet one of our faith, public health or corporate partners in this exciting work, join us! This year, The Balm In Gilead is launching our Healthy Churches 2030 Conference and year-round initiative with a greater commitment to strengthen and promote the capacity of congregations, primarily serving African Americans, to invest in evidenced-based activities aimed at health promotion, disease management, clinical research engagement and overall well-being of mind, body and spirit.

Now in its 7th year, our Healthy Churches 2030 National Conference (formerly 2020) is a one-of-a-kind annual event that every pastor, congregational health minister, community health worker, nurse and all who are called to serve God’s people should attend. The conference is designed to strengthen the capacity of leaders who will return to their congregations and communities with a renewed commitment and the confidence to lead effective efforts that will improve the health status of the people they serve.

A very special thank you to our Board of Directors:

- Dr. Barbara L. Shaw, Board Chair
- Dr. Angela A. Aidala
- Bishop George E. Battle, Jr.
- Dr. Marilyn Valentine
- Dr. Elnora P. Hamb
- Erline Belton
- Robert Jamerson
- Charles Owens
- Sandra B. Crowder
- Rev. Dr. Cheryl Ivey Green

We anxiously await our time together with you at this year’s virtual Healthy Churches 2030 National Conference, November 16-19.

Abiding Faith and Good Health

Dr. Pernessa C. Seele
Founder & Chief Executive Officer
Celebrating Over 30 Years of Service!

The Balm In Gilead, Inc. builds and strengthens the capacity of faith communities throughout the United States to deliver programs and services that contribute to the elimination of health disparities.

The organization develops educational and training programs specifically designed to establish sustainable, integrated systems of public health and faith principles—this aids in the improved health outcomes of individuals living in urban, rural, and remote communities.

The Healthy Churches 2030 National Campaign, 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 the tenets of cultural competence to a broad spectrum of African Americans across the United States.

The Balm In Gilead, a not-for-profit, non-governmental organization, has developed an international reputation for providing an insightful understanding of religious cultures, values, and extraordinary abilities to build strong, trusted partnerships with faith communities throughout the world.

By working with national, regional, and local faith-based partners, The Balm In Gilead establishes grass-root health delivery systems to increase the number of individuals who can lead in the areas of health promotion, disease prevention, screening, and disease management.
The Balm In Gilead's 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.
Why We Engage Faith Communities

THE BLACK CHURCH:
The Oldest and Largest American Institution Owned & Managed By African-Americans

The influence and authority of the church tradition extends to every aspect of Black American life, both past and present.

In addition to tending to the religious lives of their members, Black Churches play the role of “griot”; they represent learning through hearing and provide Black communities with a well-established and highly trusted “pass-along” network that is especially valuable when it comes to health-related matters.

Black church memberships include all socio-economic groups, from parishioners with incomes of $0 to well over $1M.

Even among millennials, Black Protestantism has been more successful than mainline Protestantism in retaining millennial church-goers, according to Pew Research.

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.
Faith Leadership Council
Members

From Left to Right:

The Balm In Gilead
Where Public Health And Faith Connect!

Our partnerships with public health institutions, faith & 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.

Pictured Above:

Omar F. Abou-Ezzeddine, MD, Cardiologist & Assistant Professor
Mayo Clinic, Rochester, MN

Janice Bowie, Ph.D., MPH, Professor
Johns Hopkins Bloomberg School of Public Health

Pernessa C. Seele, Founder & CEO
The Balm In Gilead
Our Partners

- African Methodist Episcopal Church
- African Methodist Episcopal Zion Church
- Alabama Baptist State Convention
- Alabama Public Health Association
- American Diabetes Association
- American Heart Association
- Baptist Ministers’ Conference of Richmond VA and Vicinity
- Beautiful Gate Outreach Center
- Black Nurses Rock
- Black Women’s Health Imperative
- Bloomberg School of Public Health
- Boston University Alzheimer’s Disease Center
- Brigham and Women’s Center for Alzheimer Research & Treatment
- CARE Research Center at Mass General Hospital
- Christian Methodist Episcopal Church
- College of Global Public Health at NYU
- Community Health Centers of Arkansas
- Conference of National Black Churches
- FDA, Office of Women’s Health
- Full Gospel Baptist Fellowship International
- Global Network of Black People Working in HIV/AIDS
- Hampton University Minister’s Conference
- Healthy Brain Research Network
- Hood Theological Seminary
- Interdenominational Theological Center
- Mailman School of Public Health
- Mayo Clinic
- Medical University of South Carolina
- Metropolitan Interdenominational Church – First Response Center
- Office of Black Catholics – Archdiocese of New York
- National Alzheimer’s Association
- Faith in the Bay - Oakland
- National Black Nurses Association
- National Council of Churches USA
- National Food Trust
- National Medical Association
- National Minority AIDS Council
- Norfolk State University Center for Excellence in Minority Health Disparities
- North Carolina A&T State University Center for Outreach & Community Health
- Tom Joyner Foundation
- Top Ladies of Distinction, Inc.
- United Church of Christ HIV & AIDS Network
- University of Alabama at Birmingham
- University of Kentucky Sanders-Brown Center on Aging
- US Against Alzheimer’s Networks
- Village Heartbeat
- Virginia Council of Churches
Healthy Churches 2030 Conference Overview

**Our Concept**

Healthy Churches 2030 Conference is the only national conference bringing faith and public health communities together to build the capacity of African Americans.

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 60 speakers, the conference delivers 4 days of dynamic, candid conversations, progressive approaches to healthcare, 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, nutrition, funding opportunities and evaluation presented by leaders in scientific research, clinicians skilled in nutritional medicine, experts on food and healthcare innovation.

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 that are known to foster change and to provide technological tools that are best to help drive behavior change and outcomes.
Why You Should Attend
Healthy Churches 2030 Virtual 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.

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

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.

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.
A 4-day, nationally recognized conference designed to bridge faith and public health and address health disparities among African American communities.
Virtual Conference Registration Information

REGISTER ONLINE!

REGISTRATION OPENS
August 1, 2020

REGISTRATION CLOSES
November 9, 2020

FULL CONFERENCE REGISTRATION
$75.00 Per Attendee

FULL CONFERENCE REGISTRATION GROUPS OF 20 OR MORE
$25.00 Per Attendee

For More Information Visit: www.healthychurches2030conference.org
Monday, November 16th
9:00 am – 9:30 am  Conference Opening Remarks
10:30 am – 4:30 pm  Concurrent Healthy Churches 2030 INSTITUTES

Tuesday, November 17th
9:00 am – 9:30 am  Conference Opening Remarks & Greetings
10:00 am – 12:30 pm  Opening Plenary Session
1:00 pm – 4:20 pm  Concurrent Workshop Sessions
6:00 pm – 7:00 pm  Virtual Evening Activities

Wednesday, November 18th
9:00 am – 9:30 am  Conference Opening Remarks & Greetings
10:00 am – 12:30 pm  Opening Plenary Session
1:00 pm – 4:20 pm  Concurrent Workshop Sessions
6:00 pm – 7:00 pm  Virtual Evening Activities

Thursday, November 19th
9:00 am – 9:30 am  Conference Opening Remarks & Greetings
10:00 am – 12:30 pm  Opening Plenary Session
1:00 pm – 4:20 pm  Concurrent Workshop Sessions
6:00 pm – 8:00 pm  Annual Healthy Churches Best Practice Health Ministry Awards with Special Guest Artist
8:00 pm – 8:15 pm  Closing Remarks & Conference Benediction
2019 Attendee Testimonials

“The scheduled conference activities were superbly carried out as outlined in the program. As a result of attending the praise and worship services, institutes, plenaries, and workshop sessions, we gained new insights and knowledge that will make our health ministry more impactful.”

_Diane Neal, Healthy Ministry Facilitator_  
_Central Oak Grove Missionary Baptist Church_  
_Pastor Louis Johnson, Senior Pastor_

“I just arrived home from the Healthy Churches 2020 Conference, and had to reach out to you and let you know how truly transformational the gathering was for me. You and your team, as well as all the presenters, are nothing short of remarkable. Thank you for what you are doing to bring together faith and health - two essential and complementary, NOT contradictory pieces of overall well-being. Usually, I arrive home from conferences in an exhausted state. Overwhelmed and over-extended. Tonight, I feel revitalized, inspired, and more connected to Christ than I ever have. THANK YOU!”  
_With blessings,_  
_Serena E. Weisner, MS_  
_Gerontologist | Consultant | Healthy Aging & Communities_  
_Osteoarthritis Action Alliance_
2019 Attendee Testimonials

“I personally haven’t stopped talking about the blessings received and how you and your team allowed God to produce a phenomenal faith and health conference. Words cannot express how grateful I am to have been a part of the Healthy Churches 2020 Institute. After reviewing the Healthy Churches 2030 Initiative, we would like to continue to be a part of the Institute next year and partner with Balm In Gilead. We are in the process of continuing the Healthy Churches Initiatives in Knoxville, and look forward to see what is in store for our communities, State and Country.”

Donna Mitchell, LMSW
Covenant Counseling
President/CEO

“Thank you again for the kind invitation to speak at Health Churches 2020, and thank you for your hospitality during my stay in Charlotte. It was truly an honor to present my thoughts on the intersection of science, faith, and mental health.”

With highest regards,

Kafui Dzirasa, MD PhD
Department of Psychiatry and Behavioral Sciences
Departments of Neurobiology, Biomedical Engineering, Neurosurgery Center for Neuroengineering
Duke University Medical Center
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