

SAVE-THE-DATES! The Michigan Department of Health and Human Services, Division of Child and Adolescent Health, is pleased to announce the fourth annual Child, Adolescent and School Health (CASH) Conference to be held August 12-13, 2025, at the Kellogg Hotel & Conference Center on the campus of Michigan State University in East Lansing, Michigan.

With the date and location secured, we are also announcing the **2025 call for workshop proposals** for breakout sessions and an invitation to **sponsor and/or exhibit** at the conference.

Attached for your reference are:

1. Save-the-Date Flyer
2. Call for Workshop Proposals Guidelines
3. Call for Workshop Proposals Submission Form
4. Sponsor-Exhibitor Prospectus

Workshop proposals must be submitted using the attached submission form by December 16, 2025. Please note:

- Be sure to include all requested information and attach presenter bios (**in Word format only, not PDF**).
- The proposal **must include** session objectives and references as outlined in the submission form. These are required for continuing education credit applications.
- Proposals are being accepted for breakout sessions only. Keynotes are being developed by the planning committee.

The CASH Conference aims to address the evolving needs of child and adolescent health professionals by offering emergent and engaging content from leading subject matter experts. Participants will gain practical and innovative strategies for the development and implementation of effective programs, policies, and practices to improve the health, well-being, and resiliency of young people. The conference's target audience includes child and youth-serving professionals from community-based organizations, schools, local health departments, child and adolescent health centers, healthcare organizations, violence prevention organizations, faith-based organizations, and mental health organizations, among others.

Please share this information widely with your networks and with others who may be interested in this conference. For more information, visit the [CASH Conference event website \(https://mdhhs.connect.space/2025-cash-conf\)](https://mdhhs.connect.space/2025-cash-conf), or contact Diane Drago, CASH Conference Coordinator, at ddrago@dmsevents.com. **Thank you and we hope to see you in August!**



Child, Adolescent and School Health Conference
Presented by the Michigan Department of Health and Human Services

2025 SAVE-THE-DATE

August 12-13, 2025

*Kellogg Hotel and Conference Center
East Lansing, MI*

CALL FOR WORKSHOP PROPOSALS

The CASH Conference planning committee seeks proposals for workshop sessions, which address best practices in the field, successful or innovative programming, and effective policies, practices, and research.

Proposal Guidelines:

[2025 CASH Conference Call for Proposals Guidelines](#)

Proposal Submission Form:

[2025 CASH Conference Call for Proposals Submission Form](#)

Due Date:

December 16, 2024

Submit To:

Diane Drago, Conference Coordinator at
ddrago@dmsevents.com

REGISTRATION INFORMATION

Registration will open in late Spring 2025.

Registration Fees

Full Conference: \$150

Day 1 Only: \$100

Day 2 Only: \$75

CONFERENCE STRUCTURE: The **Child, Adolescent and School Health (CASH) Conference** is now being held every other year in odd years. In the even years, the conference will host various webinars.

CONFERENCE OVERVIEW: The CASH Conference will address the evolving needs of child and adolescent health professionals by offering emergent and engaging content from leading subject matter experts. Participants will gain practical and innovative strategies for the development and implementation of effective programs, policies, and practices to improve the health, well-being, and resiliency of young people. CASH Conference participants will strengthen their skills, gain valuable information and resources, and connect with others working in this field.

CONFERENCE TARGET AUDIENCE: Child and youth-serving professionals from community-based organizations, schools, local health departments, child and adolescent health centers, healthcare organizations, violence prevention organizations, faith-based organizations, mental health organizations, and others interested in child and adolescent health issues.

Event Location

Kellogg Hotel and Conference Center
219 South Harrison Road
East Lansing, MI 48824
517-432-4000

Guest Room Rates

- Standard Rooms: \$125.00 (King, queen or double)
- Deluxe or Corner King Rooms: \$138.00
- Luxury King Rooms: \$155.00

Conference Parking Rates:

- Individual hourly rate: \$2/hour up to \$15
- Overnight guests: \$15/night

Reservations

- Call 517-432-4000 and reference the 2025 MDHHS CASH Conference.
- The room block and rates will be in effect until **July 21, 2025**.

Questions? Contact Diane Drago, CASH Conference Coordinator, at ddrago@dmsevents.com



August 12-13, 2025
Kellogg Hotel & Conference Center
East Lansing, MI

Sponsorship Opportunities

The 2025 CASH Conference offers several levels and types of sponsorship, with various opportunities within each level. They are:

- **Gold Sponsor:** \$2,500 and above
- **Silver Sponsor:** \$1,500
- **Bronze Sponsor:** \$1,000
- **Contributor:** \$500
- **Speaker Sponsor:** Amount TBD
- **Conference Tote Bag Sponsor:** \$3,500 (commitment is needed by June 27, 2025).
- **Prize Contributor:** Item or gift card with a value of \$50 or more for end-of-conference drawing
- **Tote Bag Contributor:** \$75 to provide an item to be inserted in the tote bags.

Sponsors receive complimentary conference registrations according to their contribution level.

- Gold: 4 registrations
- Silver: 3 registrations
- Bronze: 2 registrations
- Contributor: 1 registration

All sponsors are guaranteed the following benefits:

- Complimentary in-person exhibit booth (Limited to first 10 commitments).
- Acknowledgment in the conference program according to sponsorship level, if commitment is made prior to actual publication date.
- Verbal recognition during the conference.
- Acknowledgment on signage at appropriate locations at the conference.

Special recognitions are provided for:

- **Speaker Sponsor:** A sponsor can underwrite the honoraria and/or travel expenses of a speaker. Call Diane Drago, Conference Coordinator at 734-661-9340 to discuss fees.
- **Conference Tote Bag Sponsor:** A sponsor can underwrite the cost of the tote bags distributed to each conference participant. These bags will have the sponsor's name and/or logo on them, as well as the conference name.
- **Tote Bag and/or Prize Contributor:** For those who provide either an item for the tote bags or a gift valued at \$50 or more for the end-of-conference drawing; acknowledgment will be made in the program book and during the drawing.

Exhibitor Opportunities

- Sponsors receive a complimentary in-person exhibit table.
- The exhibit fee for for-profit organizations is \$250, if not already sponsoring, and includes one complimentary registration.
- The exhibit fee for non-profit organizations is \$75, if not already sponsoring. (This option does not include complimentary registrations. Regular registration rates are applicable.)
- In-person exhibit tables are limited to 10 on a first-come-first-served basis.
- All conference registrants, above and beyond the complimentary ones cited above, must pay the appropriate registration fee.



Child, Adolescent and School Health Conference
Presented by the Michigan Department of Health and Human Services

August 12-13, 2025
Kellogg Hotel & Conference Center
East Lansing, MI

Please complete this form and return it by mail or e-mail to:

Diane Drago, Conference Coordinator, Diversified Management Services
P.O. Box 7976 • Ann Arbor, MI 48107 • Phone: 734-661-9340
ddrago@dmsevents.com

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

E-MAIL

Sponsorships

After reviewing the information above please check the participation type in which you are interested. Conference management will contact you to confirm and discuss any special sponsorship arrangements.

- ☐ **Gold Sponsor:** \$2,500 and above
- ☐ **Silver Sponsor:** \$1,500
- ☐ **Bronze Sponsor:** \$1,000
- ☐ **Contributor:** \$500
- ☐ **Speaker Sponsor** (designate speaker):

- ☐ **Conference Tote Bag Sponsor:** \$3,500
- ☐ **Prize Contributor** (please designate gift and value):

- ☐ **Tote Bag Contributor** (please describe item):

Payment Information

- ☐ Check #_____ is enclosed in the amount of \$_____. Checks made payable to:

CASH Conference
Diversified Management Services
Tax ID number: 30-0659477

- ☐ Please charge my credit card in the amount indicated above.

☐ VISA ☐ Mastercard ☐ Amex

CARD NUMBER

EXPIRATION DATE

SECURITY CODE

NAME ON CARD (PRINT CLEARLY)

SIGNATURE

Exhibitor

- ☐ We are a sponsor and will use the complimentary exhibit space.
- ☐ We are not a sponsor, but wish to purchase an exhibit space at the following level:
 - ☐ For-profit rate of \$250 ☐ Non-profit rate of \$75

CALL FOR WORKSHOP PROPOSALS: GUIDELINES AND INSTRUCTIONS



Child, Adolescent and School Health Conference
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August 12-13, 2025

Kellogg Hotel and Conference Center
East Lansing, MI

TIMELINE FOR PROPOSALS

PROPOSALS DUE:
DECEMBER 16, 2024

NOTIFICATION DATE:
MARCH 7, 2025
*Presenters will be notified
of the decision on their
submission via email.*

SUBMIT PROPOSAL TO:
Diane Drago at
ddrago@dmsevents.com

QUESTIONS?

**FOR QUESTIONS ON
PROPOSAL CONTENT:**
Kara Anderson
andersonk10@michigan.gov
517-512-0279

**FOR ALL OTHER
QUESTIONS:**
Diane Drago
ddrago@dmsevents.com
734-747-2746

The Michigan Department of Health and Human Services is seeking proposals for conference workshop sessions, which address best practices in the field, successful or innovative programming, and effective policies, practices, and research. *Please review the guidelines and instructions completely before writing your proposal.*

The Child, Adolescent and School Health (CASH) Conference aims to address the evolving needs of child and adolescent health professionals by offering emergent and engaging content from leading subject matter experts. Participants will gain practical and innovative strategies for the development and implementation of effective programs, policies and practices to improve the health, well-being and resiliency of young people. CASH Conference participants will strengthen their skills, gain valuable information and resources, and connect with others working in this field. The target audience for this conference is, but not limited to: child and youth-serving professionals from community-based organizations, schools, local health departments, child and adolescent health centers, healthcare organizations, violence prevention organizations, faith-based organizations, mental health organizations, etc.

PRESENTATION GUIDELINES

- All breakout sessions are 75 minutes long, including time for Q&A. Sessions should engage the audience in a learning activity and/or discussion.
- Proposals will be considered for concurrent breakout sessions only, not keynotes or pre-conference sessions.
- If there are multiple presenters in a breakout, they may be asked to participate in a conference call with conference management prior to the conference. No more than 3 presenters should be included in a session.
- Additional paperwork may be required for presenters of accepted proposals to comply with continuing education requirements. This may include a Conflict of Interest Form if your content includes information on products consumed or used by patients, including generic drugs.
- Presenters will be asked to provide a photo to be used in conference materials and event website and to submit their PowerPoint presentations (PDF format) for posting on the event website.
- Presenters will receive a complimentary registration for the day of their presentation and may attend the full conference at a reduced rate. Registration instructions will be sent to accepted presenters in late spring 2025.
- If allowed, an honorarium of \$300 will be provided for each presenter, *up to three people per session, upon receipt of invoice.*
- Presenters are responsible for making and paying for their own hotel accommodations.
- Mileage and other travel expenses are the responsibility of the presenter(s).

PRESENTER COMPENSATION

CRITERIA FOR PRESENTATION SELECTION

The planning/review committee will give primary consideration to proposals that relate to the development and implementation of effective programs, policies and practices to improve the health, well-being and resiliency of young people. Strong consideration will be given to proposals that demonstrate strong potential for audience engagement and learning. Proposals must be clear, concise, and present well-defined content.

PROPOSAL SUBMISSION FORM

**[2025 CASH Conference Call for Proposals
Submission Form](#)**

QUESTIONS?

FOR QUESTIONS ON PROPOSAL CONTENT:

Kara Anderson, Conference Chair
Michigan Department of Health and Human Services
andersonk10@michigan.gov
517-512-0279

FOR ALL OTHER QUESTIONS:

Diane Drago, Conference Coordinator
Diversified Management Services, LLC
ddrago@dmsevents.com
734-747-2746



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TARGET AUDIENCE:

Child and youth-serving professionals from community-based organizations, schools, local health departments, child and adolescent health centers, healthcare organizations, violence prevention organizations, faith-based organizations, mental health organizations, and others interested in child and adolescent health issues.

**POTENTIAL SESSION TOPICS
(including, but not limited to):**

Advisory Councils, Family and Community Engagement, Groups Experiencing Disadvantage, Healthcare, Health Equity and Social Justice, Housing and Food Insecurity, Mental Health, Sexual Health, Social Media, Substance Use, Technology, Trauma and Resiliency, Violence Prevention, Youth Engagement and Leadership.

Proposal Guidelines:

[2025 CASH Conference Call for
Proposals Guidelines](#)

**Call for Workshop
Proposals
Submission Form**

**Proposal Due Date:
DECEMBER 16, 2024**

NOTE

- Complete this form in its entirety and submit it along with presenter bio(s), photo(s), and any other support documents.
- All submissions must be sent electronically.

**ADDITIONAL PRESENTER
INFORMATION**

- If the contact person is a presenter, you can identify up to two additional presenters.
- If the contact person is not a presenter, you may identify up to three presenters.
- Provide a brief, narrative biography for each presenter that is submitted as a Word document, not a PDF.

**E-MAIL PROPOSALS BY
DECEMBER 16, 2024 TO:**

Diane Drago, Conference Coordinator
2025 CASH Conference
E-mail: ddrago@dmsevents.com



- Complete this form in its entirety and submit along with presenter bio(s) and a photo in JPG format.
- Submit your proposal by December 16, 2024 to Diane Drago at ddrago@dmsevents.com.

CONTACT PERSON

Name: _____
Title: _____
Organization: _____
Address: _____
City/State/Zip Code: _____
Telephone: _____
E-mail: _____

Is the contact person also a presenter? ☐ Yes ☐ No

SESSION PRESENTER(S)

- If the contact person is a presenter, you do not need to repeat their information. You only need to provide the information for up to two more presenters.
 - Will this presenter need the \$300 honorarium? ☐ Yes ☐ No
- If the contact person is not a presenter, you must provide the information for up to three presenters.
- Provide a brief, narrative biography for each presenter that is submitted as a **Word document, not a PDF** and a photo in **JPG or PNG format**.
- If allowed, an honorarium of \$300 will be provided for each presenter, up to three people per session.

Name: _____
Title: _____
Organization: _____
Address: _____
City/State/Zip Code: _____
Telephone: _____
E-mail: _____

Will this presenter need the \$300 honorarium? ☐ Yes ☐ No

Name: _____
Title: _____
Organization: _____
Address: _____
City/State/Zip Code: _____
Telephone: _____
E-mail: _____

Will this presenter need the \$300 honorarium? ☐ Yes ☐ No

Name: _____
Title: _____
Organization: _____
Address: _____
City/State/Zip Code: _____
Telephone: _____
E-mail: _____

Will this presenter need the \$300 honorarium? ☐ Yes ☐ No

SESSION INFORMATION

Proposed Session Title:

SESSION DESCRIPTION

Provide a brief (500-word limit) workshop description which will be used in marketing materials and the printed conference program:

EXPECTATIONS/OBJECTIVES

What would you expect your audience to know or be able to do as a result of attending your session? Please list 1-2 objectives for your presentation using only measurable action verbs (e.g. list, state, describe, etc.). **Please do not use verbs such as know, believe, understand, etc.** **NOTE:** Proposals without objectives in the correct format may not be considered.

By the end of this session, participants will be able to....

REFERENCES - REQUIRED FOR CONTINUING EDUCATION CREDITS

In order for your submission to be accepted for CEU consideration, two references must be included following the criteria below. **NOTE:** Proposals may not be considered unless references are submitted.

1. References must have been published in the last 5 years (since 2020).
2. References must be listed in APA format.
3. References must be from a peer reviewed book or journal.
4. Websites may be listed as a third reference only if it is a direct link to the topic being presented.

USING THE INFORMATION

How will participants use the information learned in your session in their organization/agency?

AUDIENCE ENGAGEMENT

Interaction and engagement with the audience, beyond Q&A, is highly encouraged. Describe how you will incorporate this into your presentation.

ACCOMMODATIONS

What, if any, accommodations do you need us to provide in order for you to present effectively? (e.g., ASL interpreter, a stool to sit on, etc.)