

SPONSORSHIP PACKAGE

NAVIGATING A **COLONIAL INSTITUTION**

# MEDICINE & SYSTEMIC RACISM

**HEALTH & HUMAN RIGHTS** CONFERENCE

JAN 16TH - 17TH, 2021



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# MESSAGE FROM THE CO-CHAIRS

Dear Potential Sponsorship Partners,

Thank you for your attention and interest in sponsoring the Queen's Health and Human Rights Conference (HHRC) this year. From January 16th-17th, Queen's University will be hosting the 20th annual HHRC. Every year, this event is attended by approximately two hundred delegates including students at undergraduate, post-graduate, and professional levels, as well as many members of the community.

Given the constraints of COVID-19, we are pleased to offer a virtual conference this year extended across Canada. We are thrilled to announce that the topic of this year's conference centers around "Navigating a Colonial Institution: Medicine and Systemic Racism". We are orienting the conference to emphasize diverse perspectives on issues pertaining to systemic racism and its effects on the health of Black, Indigenous, immigrant, ethnic minority and other populations in Canada. We are hoping to engage community voices in addition to the traditional academic perspective, with the hope that all attendees come away with new passions, motivations, and actionable ideas regarding human rights in their local and global communities. **We realize that another successful conference will only be possible through the generous contributions of our sponsors. We are currently aiming to develop a mutually beneficial partnership by inviting you to be our sponsor for this year's event.**

Your organization will gain exposure and connect with students, research groups, and the general public from across Canada. On behalf of the HHRC Committee, we would like to thank you again for taking the time to learn about our annual conference. Your generosity and support is what continues to allow us to engage people in these important discussions and to broaden the reach of the conference annually!



Jessica Ho & Gillian Forster  
HHRC 2021 Co-Chairs





## ABOUT THE HHRC

Queen's Health and Human Rights Conference is an annual student-run event that has been held since 2000. For 20 years, the HHRC has welcomed all members of the community to provide delegates with an opportunity to participate in conversations on a range of health topics.

We commemorate the past 20 years of the Health and Human Rights conference and what it has hoped to achieve: spreading a message of activism and advocacy to students

The focus of the Health and Human Rights Conference continues to benefit from including multidisciplinary perspectives when discussing healthcare through a human rights lens.

The conference is marketed towards a diverse audience of students at the undergraduate, post-graduate, and professional levels, as well as community members and students from across Canada. Previous speakers have included activists, academics, those with lived experience, front-line workers, and many others who are passionate about encouraging and challenging others to think about human rights in healthcare critically.





## ABOUT OUR 2021 THEME

Each year, the theme of the HHRC has been carefully considered to reflect the changing systems and prevalent discussions both in Canada and in the global community. Ultimately, the HHRC reinforces the deep-seated intersections between health states, policies, practices, and human rights.

This year, in light of the social movement organized by Black Lives Matter surrounding the murder of George Floyd and many other black

Americans, the Health and Human Rights Conference has decided to explore the theme: **Navigating a Colonial Institution: Medicine and Systemic Racism.**

The purpose of selecting this theme will be to continue to explore the human rights inequities and systemic racism embedded in healthcare from its colonial power system.

Healthcare disproportionately disadvantages Black, Indigenous, immigrant, and ethnic minority populations.

# OUR POLICY & PRACTICE

## OUR MISSION

The HHRC aims to educate students and community members on topics pertaining to health through a human rights perspective, in a way that respects the multidimensionality and intersectionality of the topics themselves. The goal of the HHRC is to challenge participants to appreciate the complexity of health and human rights issues and to integrate these perspectives in their current and future work.

## OUR VALUES

### ACCESSIBILITY

We hope to shift the language of the conversations surrounding these issues to language that is more reflective of front-line experiences. We hope to make the HHRC accessible in all respects, inclusive, and safe (both physically and emotionally) for delegates and speakers alike.

### DIVERSITY

We prioritize the inclusion of racial, socioeconomic, gender-based, sexuality-based, and other diversities. In addition to encouraging diversity in our participants, we are aware of the “power of a platform”: in giving a podium to our speakers, we strive to empower lived-experience and community members to tell their stories. We aspire to create spaces that honours the voices and lives of those frequently marginalized.

### COMMUNITY

While the HHRC will remain grounded in its original base of operations in the Kingston community, we hope to expand to include a diverse community of thinkers. We appreciate the support of the Kingston community in helping us reach a broader audience this year.

## SPECIAL PRACTICES AROUND COVID-19

The HHRC will be presented entirely online to maintain the safest environment for our audience and allow the conference to reach a more diverse, broader set of participants. Being able to host the conference entirely digitally, with a live stream and recording, we hope to increase the number of people who can learn from and join the conversation.





# CONFERENCE HIGHLIGHTS

## KEYNOTE SPEAKERS

The keynote speakers will present talks on the topics surrounding racism in Canada and its impacts on health. Our focus in gathering speakers for this year's keynotes is to exemplify diverse perspectives from people of different backgrounds and lived experiences.

## COMMUNITY PANEL DISCUSSION

The keynote speakers will present talks on the topics surrounding racism in Canada and its impacts on health. Our focus in gathering speakers for this year's keynotes is to exemplify diverse perspectives from people of different backgrounds and lived experiences.

## SMALL GROUP WORKSHOPS

We will break into groups in order to focus on specific topics in depth. This year, we hope that workshops will range broadly within the general theme and may include conversations surrounding cultural safety for Indigenous persons, how non-BIPOC persons can take on the responsibility of educating themselves, and racial justice and advocacy.

## ORGANIZATIONS INTERMISSIONS

In between workshops we will introduce our delegates to the non-profit organizations which perform valuable anti-racist work specific to healthcare in our communities.



# CONFERENCE HIGHLIGHTS

## EXPERIENTIAL WORKSHOP

There will be a workshop series on advocacy and promoting action against discrimination in healthcare as it pertains to health and human rights. The focus will be on guiding delegates on how to advocate for racial justice in their community by writing emails and tweets to their local government.

## RESEARCH FAIR

Undergraduate and graduate students will have the opportunity to present original research as digital posters. Posters will be grouped into one of several themes, and each group will be assigned a Zoom link. For one to two hours each day, students will be able to take turns presenting their research, so delegates can drop in and out of various groups to learn more about new scholarship on racism in healthcare.

## ART FAIR

A selection of community-based artwork will be displayed virtually in between workshops to encourage delegates to reflect on the many facets of systemic racism in healthcare and chat with one another about personal experiences.





# OUR DELEGATES

## STUDENTS

In the past we have brought together over 200 highly motivated students from various disciplines across Canada. This includes undergraduate students, graduate students, and those in professional programs such as medicine, dentistry, physiotherapy, occupational therapy, nursing, pharmacy, law, and public health.

## RESEARCHERS AND FACULTY

They provide guidance by sharing their knowledge from work experience in the field of healthcare, medicine, and/or public policy. Queen's University Faculty have been a consistent feature in our Keynotes and we appreciate their wonderful contributions towards education and exploration of our theme each year.

## COMMUNITY MEMBERS

This year, we aim to reach more members of the Canadian community with a variety of backgrounds and perspectives. We at the HHRC believe that it is essential to engage a wide range of racial minorities and empower their voices.

## ORGANIZATIONS ADVOCATING FOR HEALTH AND HUMAN RIGHTS

We would like to invite any organizations involved in health and human rights to our Community Fair, hosted during the intermissions between Keynote speakers and workshops. We would like to mark our appreciation for the advocacy and charity organizations that seek positive change in our communities, lobbying for improved healthcare situations for minorities. If interested, contact us at: [queensuhhrc@gmail.com](mailto:queensuhhrc@gmail.com)

# PAST KEYNOTE SPEAKERS

## KERRY-ANN CHARLES



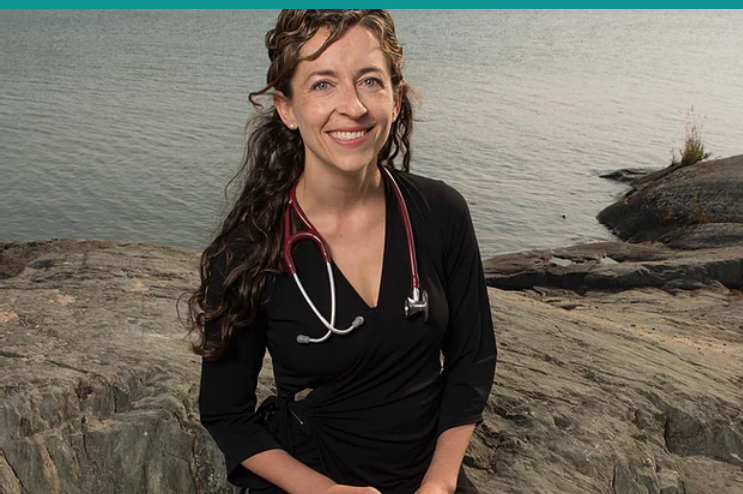
Member of the Chippewas of Georgina Island First Nation and the Coordinator of Lands and Climate Change for Cambium Aboriginal. Kerry Ann was proud to serve her Community for over 17 years including a term as Councillor and has spoken across North America. She has worked on by-law development, waste management, housing and most recently environmental project coordination and management.

## DR. SAMANTHA GREEN



Family physician at the St. Michael's Hospital Sumac Creek Health Center in Regent Park, Toronto. Dr. Green also works as a family physician at Sound Times Support Services, a drop-in for those who are experiencing homelessness or addiction, or involved in the criminal justice system.

## DR. COURTNEY HOWARD



Dr Courtney Howard is an Emergency Physician in Yellowknife, in Canada's subarctic, and a Clinical Associate Professor in the Cumming School of Medicine at the University of Calgary. She is a nationally- and globally-recognized expert on the impacts of climate change on health, and in the broader field of planetary health.

*A thank you to all others last year, who supported the Dutt Panel discussion:*

- Dr. Elaine Power
- Deyowidron't/Teri Morrow RD
- Dr. Bruce Pardy
- Dr. Sarah Rotz
- Adrienne Xavier

*A thank you to our workshop hosts last year:*

- Dr. Sam Buttemer
- Joseph Pitawanakwat
- Dan Dolderman
- Dr. Stephan Brown
- Corinna Dally-Starna
- Dr. Geoff Hall



# SPONSORSHIP OPPORTUNITIES

## WHAT YOUR SPONSORSHIP MEANS TO THE HHRC

We are seeking support to help fund the continued operation of the HHRC. Your support will help us to deliver an impactful event that empowers underrepresented voices in healthcare and tackles difficult questions that face healthcare professionals today.

## WHAT YOUR SPONSORSHIP WILL GAIN YOU

**As a sponsor, your company or faculty will have the opportunity to:**

- Advertise directly to some of Ontario's future leaders in global health at the HHRC 2021
- Network and build relationships with our regular conference attendees and speakers: over 200 students, graduates, staff, and professionals.
- Promote your company through comprehensive digital sponsorship packages received by all delegates.
- Demonstrate your organization's commitment to advocacy, action, and community involvement.
- Promote the education of our conference attendees, fostering new collaborations.



# HOW YOU CAN ADVERTISE AT HHRC 2021

## DISPLAY DIGITAL POSTER

We will use a standard “Digital Display Poster” to be displayed during the conference anytime in gaps between speakers and behind the speaker at the opening plenary. Company logos can be added to the poster itself in acknowledgement of the support and financial aid from our sponsors.

## DELEGATE PACKAGE

We prepare a digital package for our delegates. It contains information about conference location, speakers, and a longer description of the speeches to be delivered at the conference. Let us include your flyers in this package in recognition of your company’s involvement in our event.

## HHRC WEBSITE

Our website is where we redirect potential delegates for information and sees a lot of traffic from students and community members. Your company logo displayed on our website will gain exposure to not only students, but graduates, researchers, faculty members, and community stakeholders across Canada.

## ORAL RECOGNITION

In the opening and closing ceremony of the conference, we have the tradition of including an attribution to those who supported our event. Your company will have the attention of all delegates, and presenters will orally acknowledge your contributions.

## HHRC SOCIAL MEDIA

We also promote the HHRC on several social media platforms, including Twitter, Instagram and Facebook. Your company’s involvement will be acknowledged and seen by all of the delegates and community members who are interested in the conference.

## COMPANY PROMOTIONAL MATERIAL

We would be happy to directly contact our delegates with your company's promotional materials via email. This includes your company’s name with the subject line and exclusive control of the written and photographic contents included.

## CONFERENCE PROGRAM

The conference program is posted online and features important information such as the event schedule, descriptions of speakers, and workshops, and is read by all of our delegates. Your company logo will be added with an acknowledgement of your sponsorship.



# SPONSORSHIP LEVELS

	Platinum (\$2000+)	Gold (\$1500+)	Silver (\$1000+)	Bronze (\$500+)	Partner (\$100+)
Logo on Digital Display Poster	✓	✓	✓		
Logo/Link on Website	✓	✓	✓	✓	
Logo Link on Social Media	✓	✓	✓	✓	✓
Logo in Digital Conference Program	✓ (1 page)	✓ (½ page)	✓ (¼ page)		
Promotional Material in Digital Delegate Packages	✓	✓			
Oral Acknowledgement in Opening and Closing Ceremony	✓	✓			
Distribution of Company Promotional Material	✓				

# PAST PARTNERS AND SPONSORS



**Queen's Office of  
Global Health**



# SPONSORSHIP FORM

**OUR SPONSORSHIP FORM CAN  
BE FOUND AT:**

**<https://forms.gle/Xnh3e9t5AEqiKF6B6>**





# CONTACT US

**CO-CHAIRS:** Gillian Forster and Jessica Ho

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**FACEBOOK:** [www.facebook.com/QueensHHRC](https://www.facebook.com/QueensHHRC)

**TWITTER:** @QueensHHRC

**WEBSITE:** [www.queens-hhrc.com](http://www.queens-hhrc.com)

## A SPECIAL THANK YOU

The 2021 Queen's Health and Human Rights Conference is organized by the HHRC Executive Team, which consists of 15 dedicated Queen's University students from across multiple disciplines, including medicine, health studies, global development, psychology, biotechnology, and graduate studies. We are excited to adapt our conference to the current public health crisis and continue to work with and reach students. The students are very passionate about giving back to the Kingston community and look forward to working with your company or faculty for this year's event! Thank you.





