



Alabama Psychological Association Foundation

P.O. Box 430011 Birmingham, Alabama 35243 205 807 0855

www.headsupalabama.org

We are looking for assistance in implementing an innovative public health education campaign developed by the Alabama Psychological Association Foundation (aPAF). This project will address critical health information, benefiting the citizens of Alabama and bringing health awareness curriculum to the schools while supporting local professional artists *and* providing funds for future community benefits. We are looking for Sponsors at the one of these levels:

- Head Honcho \$25,000
- Headliner \$10,000
- Head Of The Class \$5,000
- Heads Up Sponsor \$3,000
- Supporters \$1,000

Not only are we looking for financial sponsors for this project, but are also seeking help or in-kind support for the following:

- Several venues for the Heads, indoor or outdoor, where the Heads will reside for two-three weeks at a time (secure locations would be preferred)—venues that are large enough for all 20 Heads to be seen in one facility; a possible Trail of Heads where Heads are in several locations. We already have the Birmingham Public Library, Aldridge Botanical Gardens, and the Jones Valley Urban Farms.
- A Moving Company that will assist us in transporting the Heads between venues in the Jefferson county area—we have Two Men and A Truck, now.
- Sand for sandbags to keep the Heads stationary when outdoors
- Elementary schools that would be interested in having this health curriculum offered to their schools (at no charge)

By pairing health education with totally cool art, the project hopes to:

- reach a broad segment of the population with potentially life-saving information
- garner significant media attention to generate discussion within the community about psychological components of health
- enrich the community through the addition of professional art to the daily lives of Alabama's citizens.

With the support of the Jefferson County Department of Health and many other organizations, we are starting Heads Up Alabama in the metropolitan Birmingham area, with plans to take the Heads on the road to other cities in Alabama. "Heads Up Alabama" will also help to make our community a better place to live in other ways. The artwork will be auctioned after the road tour, with the proceeds split between the aPAF and local charities. The Foundation will use the auction proceeds to continue its educational mission and other professional development efforts. The aPAF was established in 2007 and is designated as a 501(c)(3) charitable organization by the IRS.

The aPAF appreciates your role as a leading supporter of the community and looks forward to working together to positively impact the health of Alabama's citizens while supporting the arts. Please let me know if you need any additional information or would like to arrange a time to discuss the project further.

Catherine B Huey, Psy.D.
President, and Project Manager

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Heads Up Alabama! Psychology Promotes Healthy Living
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The Heads Up Alabama Project

Critical Health Information: The Alabama Psychological Association Foundation's public education campaign, titled "*Heads Up Alabama! Psychology Promotes Healthy Living*," addresses the critical role played by psychological components (behavior and emotions) in overall health and wellness.

The project, modeled after Heads Up Kentucky, is a response to a challenge by the US Centers for Disease and Prevention (CDC) to market health education in creative ways, and focuses on the disorders that contribute most to the looming health care crisis in this country.

From current research, we already know:

- Chronic illnesses which have strong behavioral and emotional components (i.e. heart disease, cancer, and diabetes) will account for two-thirds of all deaths this year, with millions more new cases diagnosed annually.
- Along with diet and exercise, psychological components, such as depression and stress, are important factors in the incidence and severity of chronic illnesses.
- Unchecked stress is implicated in the development of numerous diseases
- Utilization of basic stress management techniques can have long-term beneficial health results.
- Individuals with chronic illness are more vulnerable to the development of depression. With appropriate diagnosis and treatment of depression in patients with illnesses such as heart disease and cancer, these individuals oftentimes have better survival outcomes, along with improved medical status, reduced pain and disability, increased cooperation with treatment recommendations
- Raising community awareness of the behavioral and emotional factors in health can help individuals choose healthier lifestyles, seek effective treatment and reduce inappropriate utilization of limited health resources.

Appealing Public Art: "Heads Up Alabama" is an effort to engage the public in discovery of this information through accessible public art.

- Twenty (20) regional artists will be selected through a juried competition to create art from a basic fiberglass head that is approximately three-feet tall.
- These artistic heads will be mounted atop a pedestal, creating an eye-catching and impressive piece over six and half feet in height.
- The "heads" will be clustered at high-pedestrian-traffic locations across the state.
- Attached to the pedestals will be information on a variety of health topics, written in simple language.
- The topics include psychological aspects of obesity and weight control; psychological components in the treatment and prevention of chronic diseases (multiple sub-topics); stress and stress management; psychological benefits of exercise; the role of sleep in overall health; health benefits of forgiveness, etc.

School-Based Programming: The second component of the project is to bring the public education information into the schools. aPAF is going to partner with several school systems to bring the information to students in grades K-5. A traveling photographic exhibit of the art and health information will stimulate students' interest. Special curriculum on "Psychology and Health" will teach children how behavior and emotions are tied to healthy living, and creative expression contests will serve as another way to engage students with the subject material.



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Sponsorship Levels

Heads Up Supporter **\$1,000**

Benefits include: Name listed on most promotional materials including website, and traveling display; Design to be assigned by random draw from remaining pool with right to purchase head outright for \$4000 (otherwise it goes to auction); Two tickets for both the Preview Event and Gala Auction.

Heads Up Sponsor **\$3,000**

Benefits include: Name listed on most promotional materials including website, and traveling display; Design to be assigned by random draw from remaining pool with right to purchase head outright for \$2000 (otherwise it goes to auction); Two tickets for both the Preview Event and Gala Auction.

Headliner **\$5,000**

Benefits include: Organization name displayed on all promotional materials, including Heads Up website, advertising, printed brochures, and traveling display; Third round selection from pool of juried designs and entitled to keep the head (may donate back for auction); Four tickets for both the Preview Event and Gala Auction.

Head of the Class **\$10,000**

Benefits include: Logo and organization name displayed in large font on all promotional materials, including printed brochures, advertising, Heads Up website, and traveling display. Website link to own site; Second round of selection from pool of juried designs and entitled to keep the head (may donate back for auction); Table of 8 for both the Preview Event and Gala Auction.

Winners in Juried Competition of Heads Up Kentucky, 2005



Top Row: 1st Place--The Naturalist by Robert Stagg; 2nd Place—Can't See the Forest for the Trees by Leslie Blackford; 3rd Place—It's Never Too Late To Get Your Feet Wet by Marcia Goss; Honorable Mention—Playing Head Games by Sue Hinkebein; 2nd Row: Honorable Mention—Cognitive Dreaming by Scott Scarboro; Incognito by Tom Pfannerstill; Trauma by Wilfred Seig III, Neptune by Michelle Weston