



INSTITUTE for HEALTHCARE ADVANCEMENT

**The Institute for Healthcare Advancement's
Ninth Annual Health Literacy Conference:
"Health Literacy in the Real World: Programs & Solutions That Work"**

**May 6-7, 2010
Hyatt Regency Irvine
Irvine, California**

CONFERENCE SCHEDULE

WEDNESDAY, MAY 5

- 3-9 pm **Registration (Grand Foyer)**
- 7-8 pm **Salon C-D-E**
**PRECONFERENCE WORKSHOP:
Health Literacy 101: An Introduction to the Field**
Michael Villaire, MSLM
Institute for Healthcare Advancement

THURSDAY, MAY 6

- 6am-5 pm **Registration (Grand Foyer)**
- 7-8 am **Continental Breakfast (Grand Foyer)**
- 8:00-8:10 am **Salon C-D-E**
WELCOME
Gloria Mayer, RN, EdD, FAAN
Institute for Healthcare Advancement
- 8:10-9:00 am **Salon C-D-E**
OPENING KEYNOTE
Beyond Plain Language: Advances in the Design of Health Literacy Tools
David Baker, M.D.
Northwestern University
- 9:00-9:50 am **Salon C-D-E**
Panel: Positive Results from Easy-to-Use Tools
Linda Neuhauser, Dr.P.H.
University of California-Berkeley
James Glauber, M.D., MPH
Neighborhood Health Plan, Massachusetts
Kara Jacobson, MPH, CHES
Emory University
- 9:50-10 am **Refreshment Break (Grand Foyer)**

10-11:30 am

Breakout Sessions

- SESSION A – Using Social Media to Reach People with Health Information
Elisheba Muturi, M.Sc., MLIS
Burnaby Public Library
Saddleback
- SESSION B – Developing Community Coalitions to Support the Health Information Needs of At-Risk Consumers
Gary L. Kreps, Ph.D
George Mason University
Conference Theater
- SESSION C – Demonstrating the Strategic Value of Your Health Literacy Program
Farrah Schwartz, MA
Toronto Rehabilitation Institute
Trabuco
- SESSION D – Improving Readability with Appropriate Design: 7 Critical Elements
Douglas Seubert
Marshfield Clinic, Wisconsin
Salon C-D-E
- SESSION E – Improving Health Education Outcomes with the Right Learning Model
Lorraine S. Wallace, Ph.D
University of Tennessee
Salon B

11:30 am-12:30 pm

IHA Health Literacy Awards Luncheon

Garden Pavilion

12:30-1:20 pm

Applying the ‘National Action Plan to Improve Health Literacy’ in Your Organization

Salon C-D-E

Cynthia Baur, Ph.D

Centers for Disease Control and Prevention

1:20-2:10 pm

How to Integrate Health Literacy into Health Professionals’ Curriculum

Salon C-D-E

Charlotte Nath, RN, Ed.D

West Virginia University

2:10-2:30 pm

Refreshment Break (Grand Foyer)

2:30-4:00 pm

Breakout Sessions (morning sessions repeat in same rooms)

- SESSION F
- SESSION G
- SESSION H
- SESSION I
- SESSION J

4:00-5:00 pm

Free Time/Poster Presenters' Set Up

5:00-7:30 pm

Garden Pavilion

Opening Night Reception/Poster Session/Exhibits

FRIDAY, MAY 7

6am - 4pm

Registration (Grand Foyer)

7-8 am

Continental Breakfast (Grand Foyer)

8-8:50 am

Salon C-D-E

Can I Rewrite This? Medical Documents and Low Literacy

James G. Hodge, Jr., J.D., LL.M.

Arizona State University

8:50-9:40 am

Implementing Health Literacy Universal Precautions in Primary Care

Salon C-D-E

Darren A. DeWalt, M.D., MPH

University of North Carolina-Chapel Hill

9:40-10 am

Refreshment Break (Grand Foyer)

10-11:30 am

Breakout Sessions

- SESSION K – Learner-Developed Fotonovelas: An Empowering Product
John Comings, Ed.D
Harvard University
Conference Theatre
- SESSION L – Making the Case for a Cost-Effective Language Access Plan
Elizabeth Abraham, M.A., M.Sc., C.Tran.
University Health Network-Toronto
Pelican Hill
- SESSION M – Using New Technology to Improve Providers' Health Literacy Skills
Cliff Coleman, M.D., MPH
Oregon Health & Science University
Salon B

- SESSION N – Developing a Health Literacy Action Plan
Stacy Robison, MPH
CommunicateHealth, Inc.
Saddleback
- SESSION O - Morning – Looking for Health Literacy Solutions? Ask a Librarian
Sabrina Kurtz-Rossi, M.Ed
Kurtz-Rossi & Associates
Jean P. Shipman, MSLS
University of Utah
Gail M. Kouame, MLIS
NN/LM, Pacific Northwest Region
Kelli Ham, MLIS
NN/LM, Pacific Southwest Region
Trabuco

11:30 am-12:30 pm **Networking Luncheon**
Garden Pavilion

12:30-1:30 pm **From Medical Dialogue to Plain Talk: Reducing the Oral Literacy Burden of Medical Visit Communication**
Salon C-D-E
Debra Roter, Dr.PH
Johns Hopkins University

1:30-3 pm **Breakout Sessions** (morning sessions repeat in same rooms)

- SESSION P
- SESSION Q
- SESSION R
- SESSION S
- SESSION O – Afternoon – Measuring Health Literacy: Dialogue / Toward Consensus

Andrew Pleasant, Ph.D
Canyon Ranch Institute
Trabuco

3-4:00 pm **Closing Keynote**
Salon C-D-E
Janet Ohene-Frempong, MS
JO Frempong & Associates
Q&A/Adjournment/Evaluations