



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

- 5-8 pm **Registration**
- 7-8 pm **PRECONFERENCE WORKSHOP:
Health Literacy 101: An Introduction to the Field**
Michael Villaire, MSLM
Institute for Healthcare Advancement

THURSDAY, MAY 6

- 6am-5 pm **Registration**
- 7-8 am **Continental Breakfast**
- 8:00-8:10 am **WELCOME**
Salon C
Gloria Mayer, RN, EdD, FAAN
Institute for Healthcare Advancement
- 8:10-9:00 am **OPENING KEYNOTE**
Beyond Plain Language: Advances in the Design of Health Literacy Tools
David Baker, M.D.
Northwestern University
- 9:00-9:50 am **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**
- 10-11:30 am **Breakout Sessions**

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

11:30 am-12:30 pm **IHA Health Literacy Awards Luncheon**

12:30-1:20 pm **Applying the ‘National Action Plan to Improve Health Literacy’ in Your Organization**
Cynthia Baur, Ph.D
Centers for Disease Control and Prevention

1:20-2:10 pm **How to Integrate Health Literacy into Health Professionals’ Curriculum**
Charlotte Nath, RN, Ed.D
West Virginia University

2:10-2:30 pm **Refreshment Break**

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
5:00-7:00 pm	Opening Night Reception/Poster Session/Exhibits

FRIDAY, MAY 7

6am - 4pm	Registration
7-8 am	Continental Breakfast
8-8:50 am	Can I Rewrite This? Medical Documents and Low Literacy <u>James G. Hodge, Jr., J.D., LL.M.</u> <i>Arizona State University</i>
8:50-9:40 am	Implementing Health Literacy Universal Precautions in Primary Care <u>Darren A. DeWalt, M.D., MPH</u> <i>University of North Carolina-Chapel Hill</i>
9:40-10 am	Refreshment Break
10-11:30 am	Breakout Sessions <ul style="list-style-type: none"> • SESSION K – Learner-Developed Fotonovelas: An Empowering Product <u>John Comings, Ed.D</u> <i>Harvard University</i> • SESSION L – Making the Case for a Cost-Effective Language Access Plan <u>Elizabeth Abraham, M.A., M.Sc., C.Tran.</u> <i>University Health Network-Toronto</i> • SESSION M – Using New Technology to Improve Providers' Health Literacy Skills <u>Cliff Coleman, M.D., MPH</u> <i>Oregon Health & Science University</i> • SESSION N – Developing a Health Literacy Action Plan <u>Stacy Robison, MPH</u> <i>CommunicateHealth, Inc.</i> • SESSION O – Looking for Health Literacy Solutions? Ask a Librarian <u>Sabrina Kurtz-Rossi, M.Ed</u> <i>Kurtz-Rossi & Associates</i> <u>Jean P. Shipman, MSLS</u> <i>University of Utah</i> <u>Gail M. Kouame, MLIS</u>

NN/LM, Pacific Northwest Region
Kelli Ham, MLIS
NN/LM, Pacific Southwest Region

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

12:30-1:30 pm **From Medical Dialogue to Plain Talk: Reducing the Oral Literacy Burden of Medical Visit Communication**
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 T

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