



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Institute for Healthcare Advancement Announces 2015 Award Winners

La Habra, CA – 5/1/2015 . The Institute for Healthcare Advancement (IHA) is excited to announce its 2015 health literacy award winners. The IHA Health Literacy Awards aim to encourage, recognize and reward initiatives that make an impact on the practice of educating or empowering organizations to deliver clear messages that advance health literacy. IHA gives awards in three categories: innovative programs, published materials and research. This year, IHA also bestowed its Health Literacy Hero award.

In the area of innovative programs, the winner was KDH Research & Communication for their program, En Familia: Families Partnering for Health. For the published materials award, Hospitals Seidman Cancer Center Health Literacy Team was recognized for the Seidman Cancer Center Clinical Trials website/mobile app. For the award in the area of research, the selected winner was Dartmouth-Hitchcock Gastroenterology & Emmi Solutions for Overcoming Colonoscopy Fears. Each recipient was honored with an award plaque at a luncheon during the 14th Annual Health Literacy Conference in Irvine, CA on May 8, 2015, for which they also received complimentary conference tuition, airfare and accommodations.

IHA awarded a Health Literacy Hero Award to Cynthia Baur, Ph.D., Centers for Disease Control and Prevention (CDC). Dr. Baur has a long and distinguished record of service influencing policy and programs in health literacy while working in the federal government. She was a principal writer and editor of the National Action Plan to Improve Health Literacy and designed the healthfinder.gov consumer interface. She also serves on the Health Literacy Workforce for Healthy People 2020.

The Institute for Healthcare Advancement (IHA) is a nonprofit, 501 (c)(3) healthcare public charity, with the mission of empowering people to better health. IHA accomplishes its mission by hosting a national Annual Health Literacy Conference for healthcare professionals; publishing the easy to read, easy to use What To Do For Health book series; and providing health literacy communication solutions consulting services. Locally, IHA administers the La Habra Family Resource Center, and is a leader of Covered OC, a collaborative of agencies advocating for and enrolling consumers in healthcare coverage in Orange County, California. For more information about IHA's products and services, please visit www.iha4health.org.

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