



Join Us at IHA's

15th

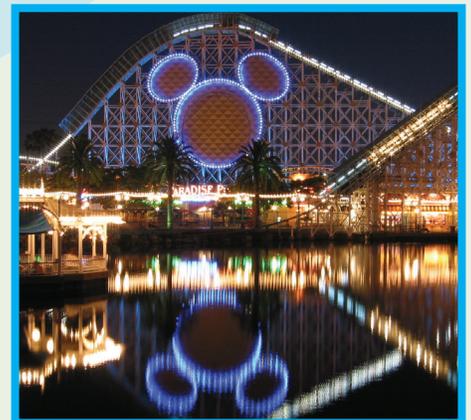
Annual Health Literacy Conference

May 4 – 6, 2016 | Anaheim, CA



health lit·er·a·cy

**Creating a Vision
for Health Literacy's Future**



About the Conference

The annual IHA Health Literacy Conference assembles recognized key researchers, opinion leaders, clinicians, educators, and subject matter experts for a 3-day continuing education conference to face the low health literacy challenge.

The conference delivers education, professional development, peer networking, and practical tools that help participants expand their knowledge and enhance implementing Health Literacy into their working environment.

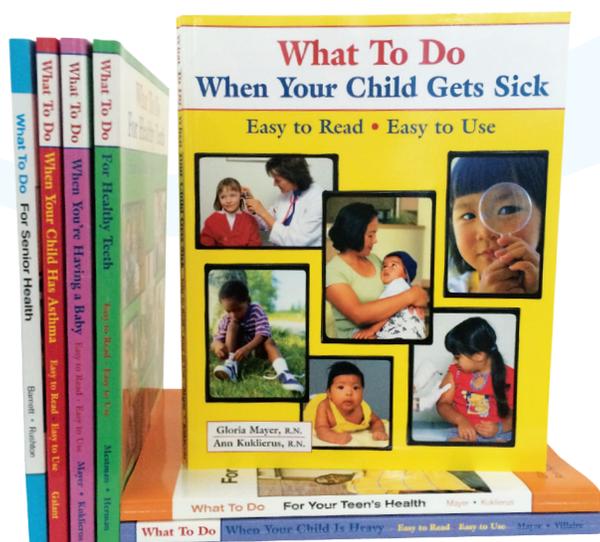
Join us for the latest evidence-based findings, earn credits, and network with colleagues.

Who Should Attend

- Health Educators
- Physicians and Nurses
- Primary Care Providers
- Public Health Workers
- Diabetes and nutrition professionals
- Medical Librarians
- Health Insurance Enrollers & Agents
- Hospital Representatives
- Healthcare marketers, writers and editors
- Pharmaceutical / health plan providers

About IHA

The Institute for Healthcare Advancement (IHA) is a not-for-profit, 501(c)(3) public charity dedicated to empowering people to better health. IHA has been active in health literacy for the past 15 years, sponsoring this conference, offering a Health Literacy Rewrite & Redesign service, providing customized lectures and workshops in health literacy, consulting services, and writing and publishing the “What To Do For Health” self-health book series.



What To Do For Health Books

- What To Do When You're Having a Baby
- What To Do When Your Child Gets Sick
- What To Do For Healthy Teeth
- What To Do When Your Child Has Asthma
- What To Do When Your Child is Heavy
- What To Do for Teen Health
- What To Do For Senior Health

Continuing Education Credits

By attending the complete 3-day conference, attendees will earn 22 continuing education credits in the following categories:

Category I entry level CHES and advanced MCHES Approved Provider by NCHEC

CME This activity is approved for *AMA PRA Category 1 Credits*™

DCE Approved Provider by the Dental Board of California

CPE Registered Provider by the Commission on Dietetic Registration

CE Approved Provider by the California Board of Registered Nursing

CE Approved Provider by the Medical Library Association

Attendees will earn 37 continuing education credits in all of the above categories by attending the 3-Day Class on Advanced Health Communication and 2-day IHA Health Literacy Conference.

“What a wealth of knowledge from true subject matter experts.”



Call for Posters

DUE Friday March 11, 2016

Please submit a poster abstract for the conference!

Posters may show research results or program implementation, visit www.iha4health.org to see previous year examples. Notifications of acceptance will be send via email. Presenters must be registered attendees of the conference.

► www.iha4health.org

The Poster Session will be held on Thursday, May 5, 2016 during the Opening Night Reception.



IHA Health Literacy Award Nominations

DUE Friday March 25, 2016 at 5pm PST.

These awards recognize the efforts of individuals or organizations in advancing health literacy in the following areas:

- Published Materials (includes websites/mobile apps)
- Innovative Programs
- Research

Winners receive complimentary conference registration, \$500 honorarium, award plaque, roundtrip coach airfare (if outside the Los Angeles/Orange County area), and two nights hotel accommodations at the Anaheim Marriott.

Awards will be presented during the IHA Health Literacy Awards Luncheon on Thursday, May 5, 2016.

Nomination forms with award criteria is available on www.iha4health.org or by calling 800-434-4633.

Completed entries must be received at IHA by Friday March 25, 2016 at 5pm PST.

NEW! International Health Literacy Award

*For work done outside the U.S.
in advancing health literacy*

**Nomination form online at
www.iha4health.org**

All entries must be received by IHA
no later than 5pm PT
on Monday, March 14, 2016.

► www.iha4health.org

Hotel / Shuttle Information

All classes, events and meals are held at the Anaheim Marriott, 700 Convention Way, Anaheim CA 92802.

IHA has negotiated specially reduced room rates of \$134 for single or double occupancy. These rates are good for reservations commencing up to two days prior and two days after the official meeting/ conference dates, based on availability. Special room rates are available until April 12, 2016 or until rooms in the block are gone.

To reserve rooms, call Anaheim Marriott 1-877-622-3056 / 1-714-750-8000.

In order to receive the discounted group rate, you must mention IHA Health Literacy Conference at the time of booking. Also, be sure to book your room early, as the block of rooms at this special rate is limited. When the block of rooms is gone, rates on rooms (if available) will be priced at the non-group rate.

Hotel Shuttle service is available by contacting Super Shuttle 800-974-8885 or www.supershuttle.com

Cancellations/Substitutions/Refunds

Cancellations received prior to April 29, 2016 are entitled to a refund, minus a \$25 processing fee. Cancellations received on or after April 30, 2016 until the day before the conference, are entitled to a refund, minus a \$50 processing fee. Paid registrants may substitute another attendee prior to April 29, 2016 at no cost, and for a \$25 processing fee from April 30, 2016 up to and including May 4. No-shows are liable for full tuition.

Tuition Fees

	Earlybird (on or before April 14, 2016)	Regular (after April 14, 2016)
Standard	\$359	\$379
Nonprofit*	\$329	\$349
3+ from 1 Org**	\$299	\$319

*Includes students/education/government/nonprofit organizations

**Per registrant when registered and paid for at the same time

► www.iha4health.org

Preconference Workshops

MONDAY-WEDNESDAY, MAY 2-4

***Advanced Health Communication:**

3-Day In-Depth Class for Creating Effective Materials



Jann Keenan, Ed.S - The Keenan Group, Inc. / IHA Strategic Partner-Health Literacy

Janet Ohene-Frempong, MS - J.O. Frempong & Associates, Inc. / IHA Strategic Partner-Health Literacy

This comprehensive course on health communication will touch on core principles then dive into advanced concepts of creating and producing easy to read health materials. You'll get hands on experience in print and digital media that integrates plain language strategies with organizational goals and user needs. You will have the opportunity to apply learned concepts to your own projects in order to design cross cultural, multi-media solutions that achieve results.

WEDNESDAY, MAY 4

***Implementing the "Always Use Teach-Back" Training Program**



Mary Ann Abrams, M.D., MPH - Nationwide Children's Hospital

Do you struggle with these challenges in your health care setting? How can I get everyone to use teach-back? Why don't patients do what we ask of them? There's just not enough time... This interactive workshop will use the Always Use Teach-back! Toolkit as a foundation to strategize on making teach-back an "always event".

***Creating Health Literate and Inclusive Healthcare Environments**



Stan Hudson, MA - University of Missouri

This four hour experiential workshop increases understanding of the value that diversity and inclusion adds to health literacy frameworks through short presentations, experiential activities, reflection and dialogue. Using a Freirean pedagogy, participants are engaged both as learners and teachers, while exploring how social justice theory bridges cultural competency and health literacy to create inclusive health care cultures, environments, and practices. The workshop will explore power in health care by examining who benefits and who is marginalized by the current structure of our health care system. It can assist practitioners and educators in understanding their bias and privilege and the systemic structures that reinforce those elements. Using improved health literacy as a guiding principle, participants will learn strategies to forge partnerships with patients as allies.

** Additional fee required*

Preconference Workshops

How to Explain Health Insurance to the Newly Insured



Amy DeMarco, MPA - Institute for Healthcare Advancement

Health insurance is complicated, from the enrollment process to the terms and jargon to the costs of actually using it. Due to these barriers just because someone has health insurance coverage does not mean they are getting the care they need. This session will teach you how to work with the newly insured to bridge this gap and enable them to effectively use their health care coverage. Lessons learned from working directly with health insurance consumers throughout the enrollment and utilization process will be shared, as well as best practices gathered from other professionals working throughout the nation to improve healthcare access.

Creating Your Own Health Literacy Program: Tips and Tools from the What To Do For Health Book Series



Diana Gonzalez, MPH, CHES - Institute for Healthcare Advancement

This pre-conference session will discuss lessons learned from programs implemented in 2015 surrounding IHA's "What To Do" book series. We will explore the programs that were developed for the books "What To Do For Senior Health," "What To Do For Your Teen's Health," and "What To Do When Your Child Gets Sick." Participants will learn health literacy tools and tips that could be used to develop new programs or enhance existing ones.

Health Literacy 101: An Introduction to the Field



Michael Villaire, MSLM - Institute for Healthcare Advancement

This workshop will provide an overview of the scope of low health literacy, including frequencies among the general population, general characteristics, abilities and challenges of persons with low health literacy, and the cost of poor health literacy (both in terms of human suffering and dollars). Strategies for making individual and system-based improvements to improve health literacy will be discussed.

THURSDAY, MAY 5

Opening Keynote

Creating a Vision for Health Literacy's Future: A Stake in the Ground for 2020 and Beyond



Michael Villaire, MSLM - Institute for Healthcare Advancement

The health literacy community comprises a broad and diverse group, but what are our shared goals? Where do we want to move as a community? This session will set up the future visioning activities done in preparation for the conference, how attendees can participate now in refining and commenting on this vision, and where the process will lead after the conference.

OPENING KEYNOTE

Panel: Three Separate Visions for Health Literacy's Future

As part of the future visioning process, three key contributors will engage in conversation to share their own vision for health literacy's future. They will share why such direction is important. This conversation will lead directly into the attendee contribution session, for those attendees who wish to participate.

Breakout Sessions

SESSION A

Co-Creating a Shared Vision to Improve Health Literacy



Ayelet Baron - Future Sense

Sheila Repeta - Future Sense

It's time to create a new direction for health literacy for 2020 and beyond. This is a highly collaborative session, where you will work alongside key leaders and stakeholders in the health literacy field, to not only create a shared vision of the future of health literacy, but start creating the future roadmap.

SESSION B

Health Literacy Online: How to Simplify the User Experience



Stacy Robison, MHed, MCHES

Xanthi Scrimgeour, MHed, MCHES - CommunicateHealth, Inc.

This session will delve into the latest evidence-based, applied tips to make your online health information and services more appealing, accessible, and usable for your audiences — particularly for users who don't have strong reading or health literacy skills. Using the latest version of HHS' Health Literacy Online, we will walk through the latest research trends to make your

online — particularly mobile — health content effective and impactful.

Breakout Sessions

SESSION C

Communicating Risk



*Christopher R. Trudeau, J.D.
Thomas M. Cooley Law School*

Clearly communicating risk is a difficult proposition, especially when other parts of your organization get involved — like your legal department. This interactive workshop will discuss best practices for communicating risk in clear, patient-friendly ways. Specifically, you will learn (1) to better communicate biostatistics to diverse patient populations, (2) to create patient-centered risk hierarchies, and (3) to incorporate this risk and biostatistical information into patient-friendly materials. Also, this session will provide you with a unique legal and ethical perspective on effectively communicating risk that you can use to advocate for change within your organization.

SESSION D

Solving the Mystery of Program Evaluation: Start with the End in Mind



*Georgianna Sergakis, Ph.D., RRT, TTS, FAARC
Jill Clutter, Ph.D., CHES - The Ohio State University*

Program evaluation doesn't have to be a mystery as long as you pay attention to the clues. Come and spend this breakout session tracking down the "clues" of program evaluation. Members of the audience will participate in a "murder mystery" format to interact with each other and the content shared for an afternoon of fun, intrigue and program evaluation.

Plenary Session

Attributes of an Organization that Supports Health Literacy and Health Equity: Broadening the Model to Include Fields Outside of Healthcare



Janet Ohene-Frempong, MA - J.O. Frempong & Associates, Inc. / IHA Strategic Partner-Health Literacy

How can the health literacy community directly contribute to the quest for health equity in America? This presentation will focus on how a seminal tool, in the field of health literacy, has been expanded for use among a much wider community of leaders. Oregon's pioneering efforts to include health literacy issues in the development of their equity leadership will serve as an example of how to bring different fields together for the shared goal of improving lives.

Health Literacy Insights for Public Health Practice: 3 Case Studies in Disaster Management & Relief Efforts



Rima Rudd, Sc.D. - Harvard School of Public Health

Health literacy research and practice over these last two decades are enabling us to enrich the clinical encounter, transform health care settings and, hopefully, remove barriers to care and services. It is time however, to adopt and adapt these insights for public health practice. This presentation focuses on three case studies [anthrax, a hurricane, and a tsunami] related to disaster management illustrating the critical value of health literacy inquiry and application of findings.

FRIDAY, MAY 6

Plenary Session

Panel: Integrating Health Literacy into Your Organization: Lessons Learned, Best Practices, and New Directions



Mary Ann Abrams, M.D. (Moderator)

Cynthia Hall - Carolinas Healthcare System

Shelby Chapman - Children's Hospital Colorado

Susan Cosgrove - Health Care Improvement Foundation

This panel session will examine how various organizations, including health systems, hospitals, and community-based agencies, can build collaborations and foster organizational buy-in for implementing a comprehensive health literacy program within their organization and community.

Attendees will learn from firsthand experiences how to create a patient-centered, flexible, health literacy training program that meets the needs of complex organizations and creates long-term culture change in addressing the health literacy needs of your population. Each presenter will share their guidebook for building a team-based health literacy strategy and implementing an effective organization-wide program.

Breakout Sessions

SESSION K

Standards for Equity in Healthcare: An Organizational Self-Assessment Tool



Elizabeth Abraham - Critical Link International

The Task Force on Migrant-friendly and Culturally Competent Healthcare has developed a set of standards aimed at monitoring and measuring equity in health care for immigrants and other vulnerable groups. The Standards for Equity in Healthcare provide opportunity for staff and services to question what they do, why they do it, and whether it can be done better. The Standards is a free self-assessment tool which produces valuable data on your organization's practices, its strengths as well as its gaps, enabling effective quality improvement. Data is rolled

up by country. Your organization's results are confidential.

SESSION L

Building Health Literate Organizations: A Guidebook to Achieving Organizational Change



Mary Ann Abrams, M.D., MPH - Nationwide Children's Hospital

Health literacy is central to achieving the Triple Aim—improving population health, improving patients' and families' experience of care, and reducing costs—and it is fundamental to quality, safety, and equity in health care. Healthcare organizations can use the Ten Attributes of Health Literate Health Care Organizations to guide health literacy-related improvements, and embed and spread those changes in the system. This interactive session will help you understand not only why you need to address a variety of health literacy issues, but also what success could look like,

and share tools, resources, and actions to reach your target outcomes.

Breakout Sessions

SESSION M

Transforming Mental Health Care Systems Through Health Literacy



Catina O'Leary, PhD, LMSW

Michelle Roberts, Med, MSJ - Health Literacy Missouri

This presentation will outline how a Missouri-based health literacy nonprofit layered communication best practices onto the daily practices of the largest provider of mental health outpatient services in the Kansas City region.

SESSION N

Using Formative Research to Successfully Tailor a Complex Health Literacy Program



Andrew Pleasant, PhD - The Canyon Ranch Institute Life Enhancement Program

Ana Lucero-Liu, PhD - The Canyon Ranch Institute Life Enhancement Program

Jennifer Cabe, MA - The Canyon Ranch Institute Life Enhancement Program

Canyon Ranch Institute's Life Enhancement Program is an evidence-based, integrative health and health literacy program that demonstrates significant and healthy outcomes across diverse cultures. This session will illustrate how formative research is used to tailor the program to local communities. Tailoring program materials to each community is a health literacy best practice. Canyon Ranch Institute's Life Enhancement Program employs extensive formative research in the training of health care professionals and revision of program materials with our partner healthcare provider organizations. Participant guides are tailored through a series of narratives describing people reflective of the local population experiencing healthy changes.

Plenary Session

Results of Future Visioning Exercises: Group Reaction



Ayelet Baron - Future Sense

Sheila Repeta - Future Sense

Closing Keynote



*Michael Villaire, MSLM - Institute for Healthcare Advancement
Rima Rudd, Sc.D. - Harvard School of Public Health*