



Effective health literacy solutions Improved patient education Better health outcomes

Join Us at IHA's 13th Annual Health Literacy Conference

May 7-9, 2014 • Irvine, California

- ✓ Learn “best practices” and the latest health literacy techniques
- ✓ Get easy-to-use, easy-to-implement tools
- ✓ Receive continuing education credits
- ✓ Network and learn from others
- ✓ Share your work in health literacy

**Conference
Theme:
Health Literacy
and the Affordable
Care Act**

[Click Here to Register](#)

IHA 
health lit·er·a·cy



I Want to Know About...



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conference updates
@IHAhealthlit



Be part of the
conversation with
#IHAHealthConf

Conference Purpose & Goals

This conference will gather together clinicians, educators, researchers, policymakers, and others who have developed best practices to face the low health literacy challenge.

Presenters will discuss programs and solutions to improve health communication, review programs of critical importance to improving health literacy, and teach attendees skill sets to better serve their clients.



“This is truly the best conference I have attended! I am grateful for the opportunity and hope to attend next year.”

Objectives

At the end of the conference, attendees will be able to:

1. Identify one practice you can implement based on what you have learned.
2. Evaluate three components of your patient/client education program related to health literacy, to determine how any of the solutions learned would be appropriate.
3. Demonstrate the application of one learned skill to the needs of your organization and/or patient/client population.

Who should attend

- ✓ Health educators
- ✓ Physicians and nurses
- ✓ Primary care providers
- ✓ Public health workers
- ✓ Diabetes and nutrition professionals
- ✓ Medical librarians
- ✓ Patient navigators
- ✓ Hospital representatives
- ✓ Healthcare marketers, writers and editors
- ✓ Health insurance professionals
- ✓ Pharmaceutical/health plan professionals



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-help health bookseries. All seven titles are written at a 3rd- to 5th-grade reading level, and each title is available in English or Spanish (some titles also available in Vietnamese, Chinese, and Korean). For more information about IHA, its easy-to-read books, the Rewrite & Redesign Service, customized lectures and trainings, and innovations and activities in health literacy, trainings, and other areas, visit the website, www.iha4health.org or call (800) 434-4633.

Continuing Education Credits

Up to 21 Credits Available in the Following Categories:

- Applied for Category I entry-level CHES and Advanced MCHES by NCHEC. Provider # SEP4052.
- Provider approved by the Dental Board of California. Provider #4140.
- CPE Registered Provider by the Commission on Dietetic Registration (IN005).
- Provider approved by the California Board of Registered Nursing. Provider #11933.
- This educational activity is approved for Continuing Education (CE) contact hours by the Medical Library Association.

Check back soon for more credit types offered!

Call For Posters

You are invited to submit a poster abstract for IHA's 13th Annual Health Literacy Conference. The Poster Session will be held on Thursday, May 8, 2014 during the Opening Night Reception. Presenters must be registered attendees of the conference. Posters may show research results or program implementation. Poster abstract submissions are due March 7, 2014. Notifications of acceptance sent via e-mail. To submit a poster abstract, visit www.iha4health.org or call (800) 434-4633 for more information.

“Great learning
and continuing
education credit
opportunity”

IHA Health Literacy Award Nominations

IHA will open its Call for Award Nominations for the 13th Annual IHA Health Literacy Awards on February 1st. These awards recognize the efforts of individuals or organizations in advancing health literacy in the following areas:

- *Published Materials (including websites)*
- *Innovative Programs*
- *Research*

Completed entries must be received in the IHA office no later than Friday, March 28, 2014 at 5:00pm Pacific time. Nomination forms with award criteria and additional information may be obtained by calling (800) 434-4633, or by visiting the IHA website at www.iha4health.org.

Winners will receive complimentary conference registration, \$500 check, a handsome award plaque, roundtrip coach airfare (if outside the greater Los Angeles/ Orange County area), and two nights' hotel accommodations at the Hotel Irvine. Awards will be presented during the conference at the IHA Health Literacy Awards Luncheon on Friday, May 9, 2014.



The Leonard Doak Memorial Health Literacy Scholarship



This scholarship was created to honor the life and career of our esteemed colleague and friend, Leonard Doak, by providing a rigorous training opportunity to a health educator who plans to apply this knowledge to better serve the disadvantaged communities in which they work. One winner will receive full paid tuition to attend the Institute for Healthcare Advancement's Annual Health Literacy Conference in Irvine, CA in 2014 and 2015. In 2014, the winner will attend the all day pre-conference training session on Writing and Designing Effective Communication:

A Comprehensive Course, taught by Jann Keenan and Janet Ohene-Frempong, IHA Strategic Partners-Health Literacy. For more details and to apply, visit www.iha4health.org. Deadline to submit an application is February 14, 2014.

Preconference Session (Free for Registered Attendees)

Stories and Lessons from the Intersection of the Affordable Care Act and Health Literacy: Live, National Interactive Social Media Event

“Very well organized and fantastic topics.”



Michael Villaire, MSLM (Moderator)
Institute for Healthcare Advancement

Listen to stories, successes, failures, and lessons learned by those working to implement the Affordable Care Act, and share your own in this live, national, interactive social media event. Moderators will connect with those in attendance, as well as those watching live online to provide perspective on the unique challenges faced by introducing health insurance to the uninsured, through the lens of health literacy.

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 communication will be discussed.

Integrating Health Literacy into Your Organization: Subtle Issues to Consider



Janet Ohene-Frempong, MS
IHA Strategic Partner-Health Literacy

Jann Keenan, Ed.S
IHA Strategic Partner-Health Literacy

Staff who provide service, information, care or administrative oversight require institutional support to learn and use best practices in their communication efforts. This includes interactions which are verbal, written or audio-visual in nature. This seminar provides an opportunity to consider ways in which your company or organization can craft and implement policies useful for those working in your particular industry.

[Click Here to Register](#)

Extended Preconference Sessions (Additional Fee Required)

Take advantage of these in-depth learning sessions to really sharpen your skills!

Full Day

Writing and Designing Effective Communication: A Comprehensive Course



Janet Ohene-Frempong, MS
IHA Strategic Partner-Health Literacy

Jann Keenan, Ed.S
IHA Strategic Partner-Health Literacy

If you develop, edit, review or simply order materials in print and/or web-based media, this (full-day) workshop is for you. Learn and practice key strategies for providing or collecting information in a way that is most likely to engage, inform and even inspire your intended audience(s). We will cover the basic ways of gauging consumer needs, and then constructing documents or websites that make information easy for people to find, read, understand and relate to.

Half Day

Cultural Competency and the CLAS Standards



Marian Ryan, PhD, MA, MPH, CHES
Health Programs & Health Research Consultant

The National Culturally and Linguistically Appropriate Services (CLAS) Standards in Health and Health Care are intended to advance health equity, improve quality and help eliminate health care disparities. Using the standards as a guide, you will learn how cultural biases can affect the quality of healthcare. Discover how to provide cross-cultural care that is based in attitudes central to professionalism, and learn how to develop culturally and linguistically sensitive customer service techniques.

Half Day

Adapting Health Interventions for Improved Cultural Relevance



Cathy Meade, Ph.D, RN, FAAN
Moffitt Cancer Center

To meet the health information needs of diverse audiences, you must understand and consider culture and literacy. This hands-on workshop emphasizes a co-learner mindset to create educational interventions that are dynamic, responsive to audience needs, and resonate with people's everyday lives. Expect to discuss important strategic decisions and logistical considerations in producing products that emphasize both 'content' and 'context.'

Plenary Sessions

Beyond Enrollment: Helping the Newly Insured be Part of the Solution



Kavita Patel, M.D.
Brookings Institute

This session will help audience members understand various provisions of the Affordable Care Act that impact literacy. Additionally participants will understand examples of how health literacy can be better incorporated in health reform implementation.

Numeracy Requirements for Health Insurance Enrollment



Ellen Peters, Ph.D.
Ohio State University

Dr. Ellen Peters will present some of the latest research findings about the implications of numeracy for the Affordable Care Act (ACA). Numbers are used to instruct, inform, and give meaning to information in order to help us make better judgments and healthier choices. However, many people are innumerate and among adults expected to get insurance through the ACA, lower numeracy skills are expected relative to adults insured outside of the ACA. Health information providers need to present information to patients and consumers in an evidence-based manner so that a greater proportion of the population will be successful in making informed health and health-related decisions. We identify five main communication themes and discuss evidence-based strategies for communication under each theme

Yes It's Clear... But Is It Effective?

Why It's Important to Get Input and Feedback from Your Intended Audience



Janet Ohene-Frempong, MS
IHA Strategic Partner-Health Literacy

You can provide information that is easy to read, listen to, and/or watch. It can even be easy to understand. But if it fails to resonate with the intended audience, those messages may be unappreciated and may possibly go unheeded. Explore the challenges and opportunities encountered when trying to appeal to and motivate specific, or general, groups of patients, clients or consumers.

Plenary Sessions (cont.)

10 Attributes of a Health Literate Organization



Russell Rothman, M.D., MPP
Vanderbilt University, Center for Health Services Research

The session will report on findings from an Institute of Medicine (IOM) commissioned paper on the measurement of Organizational Health Literacy. The session will review the definition of Organizational Health Literacy, the attributes of Organizational Health Literacy, current measures of Organizational Health Literacy, and future opportunities to measure and address Organizational Health Literacy.

Building Bridges: Health Literacy Support for Multi-Cultural Communities



Victoria Purcell-Gates, Ph.D.
University of British Columbia

Literacy practice is always embedded in the social and cultural lives of people, and, thus, so is Health Literacy. Practitioners can provide support for their patients and students by learning about their social and cultural lives and how this influences their ability to manage their health, and provide support that is socially and culturally relevant to the individual(s).

Panel on Health Literacy in Public Health Practice: Examples from the Field



Cynthia Baur, Ph.D. (Moderator)
Centers for Disease Control and Prevention (CDC)

- Cynthia C Peña, MPH, MSW
CDAPP Sweet Success Resource and Training Center
- Steve Sparks
Wisconsin Literacy, Inc.
- Bonnie Braun, Ph.D.
University of Maryland

Panelists will provide examples and suggest ideas for health literacy projects that address public health issues and population health needs. Examples provided consider other aspects of health literacy that are part of serving populations, rather than individual patients. The discussion will cover 3 statewide health literacy programs, including a statewide diabetes and pregnancy program serving women with limited English proficiency, a literacy-based flu prevention program serving people with limited literacy, and a health insurance literacy curriculum to help consumers choose coverage.

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

Breakout Sessions (Choose up to 4)

The Power of Field Testing



Christina Powell, MA
MAXIMUS Center for Health Literacy

Ryan Miller, MA
MAXIMUS Center for Health Literacy

The session will explain what field testing is, why it is important, what you can learn, how to find people to test the material, how to select a testing site, how to conduct the test, how to collect data and what to do with results. The session will include “real world” examples from our recent field testing of Marketplace materials in California and Massachusetts.

“IHA’s conference is one of the best I have attended. Great information, good networking time”

Health Insurance Literacy: Solutions from a Successful Model



Catina O’Leary, Ph.D.
Health Literacy Missouri

Kelly Ferrara
StratCommRx

Ryan Barker
Missouri Health Foundation

Health literacy techniques have been integrated across the collaborative to improve communication about health insurance to diverse groups of Missourians. The breakout session will highlight coalition efforts around health insurance literacy and discuss the strengths of and challenges to the model.

Reducing Unnecessary Readmissions: The New RED (Re-Engineered Discharge) Toolkit



Michael Paasche-Orlow, M.D., M.P.H., M.A.
Boston University School of Medicine

In this session you will learn about the Re-engineered Discharge (RED), and how you can implement this health-literate, patient-centered approach and achieve reductions in readmissions. Get a tour of the new RED Toolkit, designed especially for hospitals serving diverse patients.

Breakout Sessions (Choose up to 4)

Effective Design for Patient Education Materials



Xanthi Scrimgeour, MHEd, MCHES
CommunicateHealth, Inc.

Stacy Robison, MHEd, MCHES
CommunicateHealth, Inc.

Over the course of the workshop, we will look at the many ways visual design affects perception, comprehension, human motivation, and decision-making. During this interactive workshop, participants will review key health communication and document design principles and the research behind them. We will discuss specific strategies for designing effective health information. We will explore how design and layout of health education materials can enhance or detract from your message. Participants will apply what they have learned to critique and improve existing health information products.

Tweets for Health: Using Twitter to Convey Simple Health Messages



RV Rikard, Ph.D.
North Carolina State University

Kathleen Hoffman, Ph.D., MS, MSPH
Medivizor

Alisa Hughley, MPH
enBloom Media

Reducing anxiety and explaining ways Twitter can facilitate sharing health information will be covered. We assume attendees either never or rarely send a tweet, retweet, mention another tweet, and/or understand the value of a hashtag. Discussion will focus on establishing, organizing, and structuring a tweet chat with people who may have limited health literacy skills. The group will examine the multiple uses of a chat. Session concludes with the co-hosts discussing potential methods to, and the potential drawbacks of, feedback from tweet chat participants. Discussion includes the use of an “open mic” chat, participant focus groups, and one-on-one in-depth interviews.

“I found that the information gained from attending each session will be helpful and useful to me in my work.”

[Click Here to Register](#)

Breakout Sessions (Choose up to 4)

Tools for Clear Communication: PEMAT and the Clear Communication Index



Cynthia Baur, Ph.D.
Centers for Disease Control and Prevention (CDC)

In this session you will learn about the Patient Education Materials Assessment Tool (PEMAT), a systematic method to evaluate and compare the understandability and actionability of patient education materials, and the CDC Clear Communication Index (Index), a new research-based tool to plan and assess public communication materials. The PEMAT helps you select from the many patient education materials available to determine those that are easier to understand and easier to act on. The Clear Communication Index items incorporate plain language, numeracy and risk communication principles, as well as core communication concepts such as main message and primary audience.

Communicating Clearly with Low Literacy Patients: A Skills Workshop



Julie McKinney, MS
Private Health Literacy Consultant

In this session, we will practice and learn skills for effectively communicating health messages to adults with literacy challenges. We will work with adult literacy learners and teachers from a local basic education program. The learners and teachers will share their expertise to help us learn how best to get our messages across to them respectfully, clearly and effectively. We will also learn how to recruit people from our home communities and get good feedback from them for purposes of usability testing of materials and processes.

The Power of Digital Storytelling



Robin Smith
Health and Harmony Media

Everyone loves a great story. With the explosion of social media, digital storytelling is an essential communication tool, and it's right in your grasp! Learn how to collect and use first-person stories to strengthen health education, advocacy and fundraising campaigns.

Breakout Sessions (Choose up to 4)

A Health Literacy Workshop to Engage Community Groups



Stan Hudson, MA
University of Missouri



Nick Butler, MA
University of Missouri

This unique workshop targeting health consumers will significantly improve awareness of health literacy techniques to ensure understanding, while increasing comfort levels to follow treatment/instructions or request clarifications when needed. Upon completion of this training session, each learner will have the knowledge, resources, and process for conducting this type of health literacy training with patient and community groups.

From Didactic to Fantastic: Integrating Interactivity into Your Learning Session



Farrah Schwartz, MA
Toronto Rehab UHN

This session will provide attendees with simple strategies to integrate interactive activities into their learning to maximize health outcomes, learning retention and engagement. The session will be interactive, using various engagement strategies starting before attendees walk through the door, and drawing on attendees own experiences.

Closing Keynote - Panel



Michael Villaire, MSLM (Moderator)
Institute for Healthcare Advancement



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

“Always love attending this conference!”

Hotel Accommodations/Shuttle Info

All classes, events, and meals are held at the Hotel Irvine (formerly known as the Hyatt Regency Irvine, site of the IHA's 2013 Health Literacy Conference) located at 17900 Jamboree Road, Irvine, CA 92614, near the John Wayne Airport (SNA). Complimentary hotel shuttle service is available to and from John Wayne Airport by contacting the Hotel Irvine, (888) 230-4452. IHA has negotiated specially reduced room rates of \$125 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 23, 2014, or until rooms in the block are gone. To reserve rooms, call Hotel Irvine at (888) 230-4452.

In order to receive the discounted group rates, 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 these rooms are gone, rates on rooms (if available) will be priced at the non-group rate.



“Great staff, lovely property, and excellent food..”

Cancellations/Substitutions/Refunds

Cancellations received prior to May 1, 2014 are entitled to a refund, minus a \$25 processing fee. Cancellations received on or after May 1, until May 7, are entitled to a refund, minus a \$50 processing fee. Paid registrants may substitute another attendee prior to May 1 at no cost, and for a \$25 processing fee from May 1 up to and including May 7. No-shows are liable for full tuition.

Tuition Fees

	Earlybird (on or before April 11, 2014)	Regular (after April 11, 2014)
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)