



INSTITUTE *for* HEALTHCARE ADVANCEMENT

## 18<sup>th</sup> Annual Health Literacy Conference

### Conference Agenda

May 1 - 3, 2018 • Hilton Orange County/Costa Mesa • Costa Mesa, California

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#### Wednesday, May 1<sup>st</sup>

6:00 am – 9:00 pm      **Registration**

#### ***Preconference Sessions***

*This year the preconference sessions are grouped into categories. Participants can choose to remain in a specific track or switch between tracks and attend any Introductory or Spotlight Session.*

#### **Introductory Sessions**

*All professionals relatively new to health literacy may be particularly interested in these sessions. They are designed to introduce important components of health literacy.*

- 9:00 am – 10:30 am      **Plain Language Makes Plain Sense**  
Teresa Wagner, DrPH, MS, CPH, RD/LD, CHWI  
University of North Texas Health Science Center Institute for Patient Safety
- 10:30 am – 12:00 pm      **Everything I Need to Know (About Health Literacy), I Learned in Kindergarten**  
Ellie Foster, MPH, CHWC  
Kayla Sargent, MPH  
MaineHealth
- 12:00 pm – 1:30 pm      **Lunch (On Your Own)**
- 1:30 pm – 3:00 pm      **Designing for Health Literacy**  
Megan Pugmire  
Oregon Health & Science University
- 1:30 pm – 3:00 pm      **The Health Literacy Environment- A Hands-On Experience**  
Rima Rudd, ScD  
Harvard T.H. Chan School of Public Health  
Diana Gonzalez, MPH, CHES  
Institute for Healthcare Advancement
- 6:00 pm – 7:00 pm      **Health Literacy 101 - An Introduction to the Field**  
Michael Villaire, MSLM  
Institute for Healthcare Advancement
- 7:00 pm – 8:00 pm      **Newcomer Reception** - Meet and chat with longtime health literacy experts in an informal setting.

## Spotlight Sessions

*Each year the spotlight will be on innovative developments in health literacy. This year the spotlight is on digital innovation and patient engagement.*

- 9:00 am – 12:00 pm      **Building Health Literate Care Through Meaningful Patient Engagement**  
**Farrah Schwartz, MA**  
Toronto Rehabilitation Institute, UHN  
**Kerseri Scane, R.Kin, MSc**  
University Health Network
- 9:00 am – 11:30 am      **Adding Video Education to Your Patient Education Efforts**  
**Leah Elsmore, MPH**  
**Brittany Walter, RN, BSN, CPN**  
Children’s Hospital Colorado
- 12:00 pm – 1:30 pm      **Lunch (On Your Own)**
- 2:00 pm – 6:00 pm      **Creating a Whiteboard Video**  
**Gary Ashwal, MA**  
Booster Shot Media  
**Stacey Dickert, MA**  
RiverHouse Creative

## Paid Sessions

*\* Additional fee required.*

- 8:00 am – 12:00 pm      **\* Teach-back: Making it an Always Event**  
**Mary Ann Abrams, MD, MPH**  
Nationwide Children’s Hospital
- 9:00 am – 4:00 pm      **\* Creating Health Forms That People Can Understand:  
Strategies for Clearly Explaining Legal Requirements and  
Addressing Organizational Barriers**  
**Jann Keenan, Ed.S.**  
**Janet Ohene-Frempong, MS**  
Strategic Partners, Institute for Healthcare Advancement  
**Christopher Trudeau, JD**  
University of Arkansas for Medical Science, Center for Health  
Literacy

**Thursday, May 2<sup>st</sup>**

**Conference Breakout Sessions**

*\*This year the breakout sessions are categorized by content domains established by the Job Analysis Task Force to describe competencies of a Health Literacy Specialist.*

6:00 am – 5:00 pm	<b>Registration</b>
7:00 am – 8:00 am	<b>Breakfast</b>
8:00 am – 8:20 am	<b>Welcome / Conference Overview</b> <b>Michael Villaire, MSLM</b> Institute for Healthcare Advancement
8:20 am – 9:30 am	<b>Opening Keynote</b>
9:30 am – 10:30 am	<b>Plenary</b>
10:30 am – 10:45 am	<b>Networking Refreshment Break</b>
10:45 am – 12:15 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <b>Cultural Humility and Facing Difficult Conversations</b> <b>Kristin Martinez, MS, LMFT</b> PAX Therapy and Family Services, Inc. <i>*This is a Language, Culture, and Identity domain course.</i></li><li>• <b>Data, Design, and Technology: Infographic Strategies for Health Communication</b> <b>Rebecca Wright</b> CommunicateHealth <i>*This is a Communication domain course.</i></li><li>• <b>Learning Health Literacy through Service Learning</b> <b>Teresa Wagner</b> <i>*This is an Education domain course.</i></li><li>• <b>Lessons from the Yeti: Unpacking the Learnability of Risk Perception</b> <b>Maricel Santos, EdD</b> San Francisco State University <b>Margaret Handley, PhD, MPH</b> University of California, San Francisco <i>*This is an Education domain course.</i></li></ul>
12:30 pm – 1:45 pm	<b>Luncheon - IHA Health Literacy Awards / Listserv and International Activities Overview</b>
2:00 pm – 2:55 pm	<b>Plenary</b>
2:55 pm – 3:15 pm	<b>Networking Refreshment Break</b>

3:15 pm – 4:45 pm **Breakout Sessions** (Morning sessions repeat in same rooms.)

4:45 pm – 6:00 pm **Free Time / Poster Presenters Set Up**

6:00 pm – 8:00 pm **Poster Session / Opening Night Reception / Exhibits**

## Friday, May 3<sup>rd</sup>

7:00 am – 11:00 am **Registration**

7:00 am – 7:50 am **Breakfast**

8:00 am – 8:55 am **Plenary**

9:00 am – 10:30 am **Breakout Sessions**

- **Patients candid thoughts are worth more than pennies: benefits and insights of the Think-Aloud Method to Develop Patient Resources**  
Geri Lynn Baublatt, MA  
Articulations Consulting  
Elizabeth Wick, MD  
University of California San Francisco  
*\* This is a Public Health domain course.*
- **Will they actually use it? Teaching Effectively to Ensure Action on Healthcare Information**  
Bonnie Ronan, MN, RN  
*\*This is an Education domain course.*
- **A Community Based Initiative to Promote Health Literacy Among Individuals with Serious Mental Illness**  
Lisa Razzano, PhD, CPRP  
University of Illinois, Chicago  
Nicole Pashka, MS, CRC, CPRP, LCPC  
Thresholds  
*\*This is a Community Engagement domain course.*
- **How to effectively incorporate health literacy PDSA Cycles into Becoming Health Literate Organizations Across A Network of Provider Types**  
Celina Ramsey  
John Mastellone  
Kristin Mouton  
Staten Island Performing Provider Systems  
*\*This is an Organizational Systems and Policies domain course.*

10:30 am – 11:00 am **Closing Plenary**  
Michael Villaire, MSLM  
Institute for Healthcare Advancement  
Rima Rudd, ScD  
Harvard T.H. Chan School of Public Health