Wednesday, May 1st

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.
Wednesday, May 1st

**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  
Cameron Johnson  
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, EdS  
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 2nd

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  Registration

7:00 am – 7:45 am  Breakfast

8:00 am – 8:20 am  Welcome / Conference Overview
Michael Villaire, MSLM
Institute for Healthcare Advancement

Anthony Iton, MD, JD, MPH
The California Endowment

9:20 am – 10:30 am  Advancing Health for Immigrant and Refugee Populations
Moderator: Catina O’Leary, PhD, LMSW
Health Literacy Media
- Rishi Sood, MPH
  NYC Department of Health & Mental Hygiene
- Brandy Kramer
  The Spring Institute

10:30 am – 10:45 am  Networking Refreshment Break

10:45 am – 12:15 pm  Breakout Sessions

- Cultural Humility and Facing Difficult Conversations
  Kristin Martinez, MS, LMFT
  PAX Therapy and Family Services, Inc.
  *This is a Language, Culture, and Identity domain course.

- Data, Design, and Technology: Infographic Strategies for Health Communication
  Rebecca Wright
  CommunicateHealth
  *This is a Communication domain course.

- Learning Health Literacy through Service Learning
  Teresa Wagner, DrPH, MS, CPH, RD/LD, CHWI
  University of North Texas Health Science Center Institute for Patient Safety
  Marie Stark MSN, RNC-OB
  Harris College of Nursing
  *This is an Education domain course.
Lessons from the Yeti: Unpacking the Learnability of Risk Perception
Maricel Santos, EdD
San Francisco State University
Margaret Handley, PhD, MPH
University of California, San Francisco
*This is an Education domain course.

12:30 pm – 1:45 pm Luncheon - IHA Health Literacy Awards / Listserv and International Activities Overview

2:00 pm – 3:00 pm Harnessing Technology to Build a Healthy, Equitable Future
Robert Gold, PhD, DrPH
University of Maryland
Stacy Robison, MPH, MCHES
CommunicateHealth, Inc.

3:00 pm – 3:15 pm Networking Refreshment Break
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 3rd

7:00 am – 11:00 am Registration

7:00 am – 7:50 am Breakfast

8:00 am – 8:55 am Implicit Bias, Health Literacy, and Health Disparities
Stan Hudson, MA
Wisconsin Health Literacy

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 Baumbitt, 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, MS
  Staten Island Performing Provider Systems
  Susan Wittich, BS
  Eger Health Care and Rehabilitation Center
  Emilie Tippins
  Brightpoint Health and Community Health Action of Staten Island
  John Mastellone
  Community Health Action of Staten Island
  Kristen Mouton, MBA
  Staten Island University Hospital
  *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