# 19th Annual Health Literacy Conference

## Conference Agenda

May 13 - 15, 2020 • Hilton Orange County/Costa Mesa • Costa Mesa, California

### Tuesday, May 12th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>5:00 pm – 9:00 pm</td>
<td>Registration</td>
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### Wednesday, May 13th

**Conference Sessions**

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

<table>
<thead>
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<th>Time</th>
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<tr>
<td>6:00 am – 9:00 pm</td>
<td>Registration</td>
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<tr>
<td>7:30 am – 11:30 am</td>
<td><strong>Power 30 with Jann Keenan and Janet Ohene-Frempong</strong>&lt;br&gt;Private consultation by appointment only&lt;br&gt;Jann Keenan, Ed.S.&lt;br&gt;Janet Ohene-Frempong, MS&lt;br&gt;Institute for Healthcare Advancement</td>
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<td>8:00 am – 10:00 am</td>
<td><strong>Crafting Health Message that Stick: From Theory, Research, and Health Literacy Best Practices</strong>&lt;br&gt;Corinne Berry, MA&lt;br&gt;Communicate Health, Inc.&lt;br&gt;Ariana Skye-Babbott&lt;br&gt;Communicate Health, Inc.&lt;br&gt;<em>This is a Public Health domain course.</em></td>
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<td>8:00 am – 10:00 am</td>
<td><strong>Health + Literacy + English: Building Partnerships to Increase Health Literacy in Adult Learners</strong>&lt;br&gt;Doris Ravotas, Ph.D.&lt;br&gt;Western Michigan University&lt;br&gt;<em>This is a Community Engagement domain course.</em></td>
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<td>10:00 am – 12:00 pm</td>
<td><strong>Health-Literate Website Redesigns: Set Yourself Up for Success</strong>&lt;br&gt;Emily Brostek, MPH, CHES&lt;br&gt;Kim Hassell, MPH&lt;br&gt;Communicate Health, Inc.&lt;br&gt;<em>This is a Communication domain course.</em></td>
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10:00 am – 12:00 pm  Clarity Through Creativity: Using Group Discovery to Create Compelling Campaigns
Megan Pugmire, BA
Oregon Health and Science University
*This is a Communication domain course.*

8:00 am – 12:00 pm  Teach-back: Making it an Always Event
Mary Ann Abrams, MD, MPH
Nationwide Children’s Hospital

12:00 pm -1:30 pm  Lunch (On Your Own)

12:00 pm – 1:30 pm  Power 30 with Jann Keenan and Janet Ohene-Frempong
Private consultation by appointment only
Jann Keenan, Ed.S.
Janet Ohene-Frempong, MS
Institute for Healthcare Advancement

1:30 pm – 1:50 pm  Welcome/Conference Overview
Michael Villaire, MSLM
Institute for Healthcare Advancement

1:50 pm – 2:20 pm  Opening Keynote
Dr. Lucy Jones

2:20 pm – 2:30 pm  Break

2:30 pm – 3:30 pm  Health Literacy 101
Michael Villaire, MSLM
Institute for Healthcare Advancement

2:30 pm – 3:30 pm  Alerting the Public: Creating Accurate, Accessible, and Actionable Messaging
Cynthia Baur, Ph.D.
University of Maryland

3:30 pm – 4:30 pm  Poster Setup

4:30 pm – 6:00 pm  Opening Night Reception / Poster Session
Thursday, May 14th

6:00 am – 5:00 pm  Registration

6:00 am – 7:00 am  Yoga

7:00 am – 8:30 am  Power 30 with Jann Keenan and Janet Ohene-Frempong
Private consultation by appointment only
Jann Keenan, Ed.S.
Janet Ohene-Frempong, MS
Institute for Healthcare Advancement

8:00 am – 8:50 am  Breakfast

9:00 am – 9:10 am  Welcome / Conference Overview
Michael Villaire, MSLM
Institute for Healthcare Advancement

9:10 am – 10:30 am  Plenary – The Power of Plain Language
- Barbara Kingsley, Ph.D.
  Kleimann
- Rima Rudd, ScD
  Harvard T.H. Chan School of Public Health

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

10:45 am – 12:15 pm  Breakout Sessions

  • Identify Strategies and Create a Plan for Selling Health Literacy: A Hands-on Work Session
    Audrey Riffenburgh, Ph.D.
    Clear Language Group
    *This is an Organizational Systems and Policies domain course.

  • Morning Session: Partnering with Community Benefit to Achieve Health Literacy and Health Equity
    Melissa Biel, DPA, RN
    Community Benefit Connect
    *This is a Community Engagement domain course.

  • Afternoon Session – Speaker and Title TBA

  • Writing Directly to Patients: Results Letters, Visit Summaries, and Email -- A Skill-Building Workshop
    Cliff Coleman, MD, MPH
    Oregon Health and Science University
    *This is a Communication domain course.
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<tr>
<td>12:15 pm – 1:30 pm</td>
<td>Luncheon</td>
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<td>1:40 pm – 2:00 pm</td>
<td>IHA Health Literacy Awards / International Activities Overview</td>
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<td>2:00 pm – 3:00 pm</td>
<td>Partnership Plenary – Lightning Talks: Working Together to Improve Health Literacy</td>
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<td>Moderator: Michael Villaire, MSLM</td>
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<td>- Cynthia Baur, Ph.D.</td>
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<td>Advancing The Seed, Inc.</td>
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<td>- Gilbert Velazquez</td>
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<td>GV CERV Communications</td>
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<td>3:00 pm – 3:15 pm</td>
<td>Networking Refreshment Break</td>
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<tr>
<td>3:15 pm – 4:45 pm</td>
<td>Breakout Sessions (Morning sessions repeat in same rooms)</td>
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<tr>
<td>5:00 pm – 7:00 pm</td>
<td>Networking Evening Social</td>
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Friday, May 15th

7:00 am – 12:00 pm  Registration

6:00 am – 7:00 am  Yoga

7:00 am – 8:00 am  Power 30 with Jann Keenan and Janet Ohene-Frempong
  Private consultation by appointment only
  Jann Keenan, Ed.S.
  Janet Ohene-Frempong, MS
  Institute for Healthcare Advancement

7:00 am – 7:50 am  Breakfast

8:00 am – 8:40 am  Plenary – Health Literacy Community in Action
  - Julie McKinney
    Institute for Healthcare Advancement
  - Jennifer Pearce, MPA
    Plain Language Health

8:45 am – 10:15 am  Breakout Session

  • Is Your WebLitLegit? Identifying #TruthfromTrash on the Internet
    Teresa Wagner, DrPH, MS, CPH, RD/LD, CHWI
    University of North Texas Health Science Center
    Carol Howe, PhD, RN, CDE, FAAN
    Texas Christian University
    Brennan Lewis, DNP, APRN, CPNP, PCNS
    Children's Health Dallas
    Tracy Adame, BSN
    Medical City Dallas
    *This is a Community Engagement domain course.

  • What’s Stigma Got to Do With It? Using Person First Language to
    Counteract Stigma in Healthcare
    Kristen MacKay, MPH
    University of Rochester, Center for Community Practice
    Megan Honeck
    Trillium Health
    *This is a Language, Culture, and Identity domain course

  • The Bridge to Understanding: Building Accessibility into Health
    Literate Materials
    Kelli Ham, MLIS
    University of California, Los Angeles
    *This is a Communication domain course.
Enabling Effective Interprofessional Communication with Patients and Families for Safe, Quality Care
Farrah Schwartz, MA
University Health Network
Tracy Paulenko, BScPT, MSc
University Health Network
*This is a Communication domain course.

10:15 am – 10:25 am  Refreshment Break

10:30 am – 12:00 am  Breakout Session
(Morning sessions repeat in same rooms)
  •  Breakout Session 1
  •  Breakout Session 2
  •  Breakout Session 3
  •  Breakout Session 4

12:10 pm – 12:30 pm  Conference Coda
  -  Michael Villaire, MSLM
     Institute for Healthcare Advancement
  -  Rima Rudd, ScD
     Harvard T.H. Chan School of Public Health