

# Welcome!

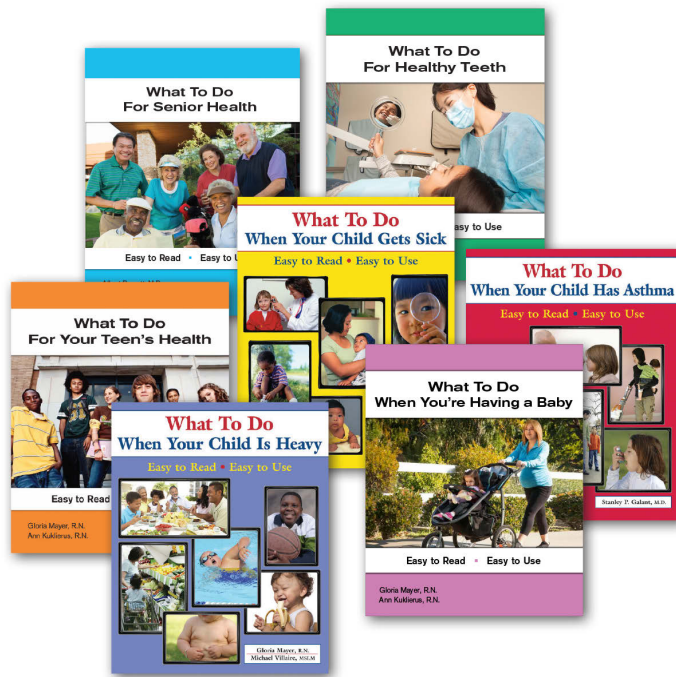


## Understanding Emerging Trends from a Health Literacy Perspective

# About IHA...

- The Institute for Healthcare Advancement (IHA) is a nonprofit 501(c)(3) Public Charity
- Our mission: “Empower people to better health”
- We have been active in health literacy since 1999
- Other local initiatives:
  - La Habra Family Resource Center
  - Covered OC (ACA Enrollment-Covered CA Navigator)
  - Move More, Eat Healthy / La Habra Collaborative
  - Founder / former administrator—Friends of Family Health Center

# Our Health Literacy Initiatives...



## “What To Do For Health” Book Series

- Written at 3<sup>rd</sup>-5<sup>th</sup> grade level
- English – Spanish – more
- More than 5 million copies
- All new and updated
- Reduces unnecessary visits
- Senior Research

# Our Health Literacy Initiatives...



We produce this  
Annual Health  
Literacy Conference,  
and...

# Our Health Literacy Initiatives...

## 2<sup>nd</sup> Annual “Health Literacy in Action” Conference University of Maryland-College Park



- October 10-11, 2019
- In collaboration with Horowitz Center for Health Literacy
- Details: [www.hlactionconf.com](http://www.hlactionconf.com)

# Our Health Literacy Initiatives...



We sponsor and underwrite the Health Literacy Listserv Discussion List, which is now housed on the Health Literacy Solutions Center site.

Learn more at the table outside!

# Our Health Literacy Initiatives...

[Terms and Conditions](#)

[Sign in](#)

 The Health Literacy Solutions Center

Connecting the Health Literacy Community

[Home](#) [Health Literacy 101 ▾](#) [Communities ▾](#) [Directory ▾](#) [Events ▾](#)  [Q](#)

[Resources](#) [FAQs ▾](#) [Browse ▾](#) [Contact Us ▾](#)

## The IHA Health Literacy Solutions Center – Your Personalized Community!

We are a dynamic, community-based forum for disseminating knowledge and operational tools while building relationships, all through Networking, Innovation, Solutions and Education.

[Create Your Free Account](#)  
[Browse FAQs and How To's](#)





# Our Health Literacy Initiatives...



We've launched our online community portal.

A few highlights:

- Discussion list (listserv) lives here now.
- Resource database of 240+ resources—add yours!
- Events calendar (submit your meeting)
- Networking / Education / Communities
- Take a test drive, tell us what you think—Feedback
- Visit our exhibit table—Julie McKinney



# Our Health Literacy Initiatives...

## Health Literacy Specialist (HLS) Certificate

- Assessment-based certificate program
- Defines roles and responsibilities of a HLS  
(sample job description at [www.ih4health.org](http://www.ih4health.org))
- Self-paced online training
- Developed by a team of subject matter experts:
  - Wilma Alvarado-Little, MA, MSW
  - Joy Deupree, PhD, MSN, CRNP, WHNP-BC
  - Stan Hudson, MA
  - Jann Keenan, Ed.S.
  - Janet Ohene-Frempong, MS
  - Chris Trudeau, JD

# Our Health Literacy Initiatives...

## **Health Literacy Research and Practice** **Online, Open Access Peer-Reviewed Journal**

- Publisher—IHA
- Editor-in-Chief—Michael K. Paasche-Orlow, M.D.
- Practice Editor—Cynthia E. Baur, Ph.D.
  - More than 60 articles published
  - Includes 40 original research articles
  - Available on PubMed
  - Submitted to Index Medicus
  - [www.healio.com/public-health/journals/hlrp](http://www.healio.com/public-health/journals/hlrp)

# Our Health Literacy Initiatives...

## Health Literacy Month

- October each year—Share your activities
- This October is HL Month's 20-year anniversary!
- In collaboration with founder Helen Osborne
- [www.healthliteracymonth.org](http://www.healthliteracymonth.org)

# Our Health Literacy Initiatives...



We provide administrative support to the International Health Literacy Association—Visit their table and become a member. [www.i-hla.org](http://www.i-hla.org) for more info.

# Our Health Literacy Initiatives...



We provide  
comprehensive  
health literacy  
consulting  
services

# Other Initiatives...



We host Community Benefit Connect, a learning community and website to support nonprofit hospitals' Community Benefit requirement

Visit [www.communitybenefitconnect.org](http://www.communitybenefitconnect.org)

# Also While You're Here...

## Share What You Learn During the Conference Via Social Media

Help us share the knowledge and keep attendees and non-attendees updated!

Twitter hashtag - **#ihahlc19**

Facebook - **ihahealthliteracy**

LinkedIn (Group) - **IHA Health Literacy Conference**



# Thanks to our Sponsors...

- Francine and Howard Fisher
- MPMG
- Sinclair Printing
- UnitedHealth Group

# ...and Please Visit our Exhibitors

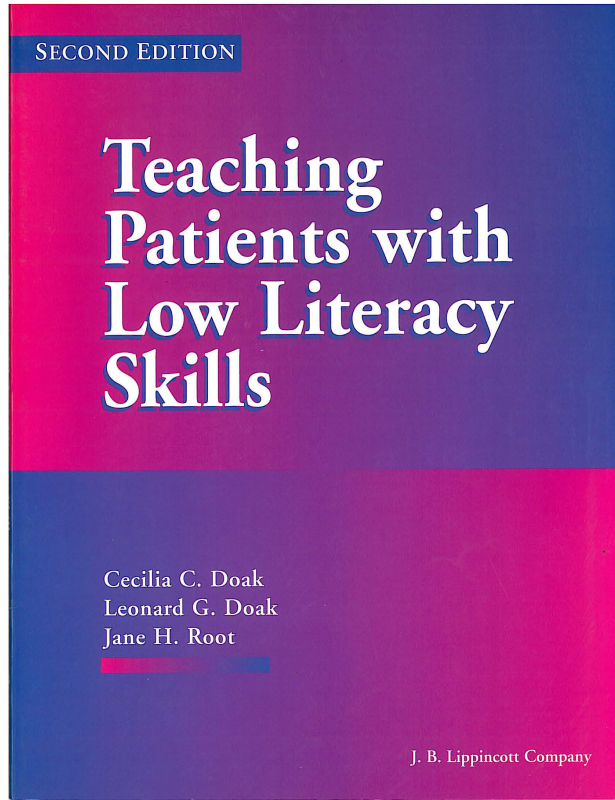
- Avantpage
- CommGap Group
- Health Literacy Connections
- Health Literacy Innovations
- International Health Literacy Association
- KidsHealth
- NCHEC
- Opatra
- SeaCrest
- University of Redlands

# Take Advantage While You're Here...

Visit our Resource Tables. Speak with our experts...

- **Health Literacy Specialist Certificate**—Cynthia Allen
- **Health Literacy Solutions Center / Discussion List**—Julie McKinney

# After the Conference...



With our compliments and those of  
the author, Ceci Doak...

# A Few House Rules...

- Please silence your cell phones
- Continuing Education: Please sign in each day
- The App has all your answers. If not, please see IHA staff (Search **EventLeaf Guide** where you get your apps)
- Please fill out the surveys on the App after each session
- Parking validation—discounted to \$10/day