



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

### Conference Agenda

May 1 - 3, 2019 • 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.*

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

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

### 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, 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 – 7:45 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 – 9:20 am	<b>Opening Keynote</b> <b>Anthony Iton, MD, JD, MPH</b> The California Endowment
9:20 am – 10:30 am	<b>Advancing Health for Immigrant and Refugee Populations</b> <b>Moderator: Catina O’Leary, PhD, LMSW</b> Health Literacy Media <ul style="list-style-type: none"><li>- <b>Rishi Sood, MPH</b> NYC Department of Health &amp; Mental Hygiene</li><li>- <b>Brandy Kramer</b> The Spring Institute</li></ul>
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, DrPH, MS, CPH, RD/LD, CHWI</b> University of North Texas Health Science Center Institute for Patient Safety <b>Marie Stark MSN, RNC-OB</b> Harris College of Nursing <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></li></ul>

San Francisco State University  
**Margaret Handley, PhD, MPH**  
University of California, San Francisco  
*\*This is an Education domain course.*

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|--------------------|---|
| 12:30 pm – 1:45 pm | <b>Luncheon - IHA Health Literacy Awards / Listserv and International Activities Overview</b>   |
| 2:00 pm – 3:00 pm  | <b>Harnessing Technology to Build a Healthy, Equitable Future</b><br><b>Robert Gold, PhD, DrPH</b><br>University of Maryland<br><b>Stacy Robison, MPH, MCHES</b><br>CommunicateHealth, Inc. |
| 3:00 pm – 3:15 pm  | <b>Networking Refreshment Break</b>   |
| 3:15 pm – 4:45 pm  | <b>Breakout Sessions</b> (Morning sessions repeat in same rooms.)   |
| 4:45 pm – 6:00 pm  | <b>Free Time / Poster Presenters Set Up</b>   |
| 6:00 pm – 8:00 pm  | <b>Poster Session / Opening Night Reception / Exhibits</b>  |

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

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|--------------------|---|
| 7:00 am – 11:00 am | <b>Registration</b>   |
| 7:00 am – 7:50 am  | <b>Breakfast</b>  |
| 8:00 am – 8:55 am  | <b>Implicit Bias, Health Literacy, and Health Disparities</b><br><b>Stan Hudson, MA</b><br>Wisconsin Health Literacy  |
| 9:00 am – 10:30 am | <b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <b>Patients Candid Thoughts Are Worth More Than Pennies: Benefits and Insights of the Think-Aloud Method to Develop Patient Resources</b><br/><b>Geri Lynn Baumbblatt, MA</b><br/>Articulations Consulting<br/><b>Elizabeth Wick, MD</b><br/>University of California San Francisco<br/><i>* This is a Public Health domain course.</i></li><li>• <b>Will They Actually Use It? Teaching Effectively to Ensure Action on Healthcare Information</b><br/><b>Bonnie Ronan, MN, RN</b><br/><i>*This is an Education domain course.</i></li><li>• <b>A Community Based Initiative to Promote Health Literacy Among Individuals with Serious Mental Illness</b><br/><b>Lisa Razzano, PhD, CPRP</b><br/>University of Illinois, Chicago<br/><b>Nicole Pashka, MS, CRC, CPRP, LCPC</b><br/>Thresholds</li></ul> |

*\*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