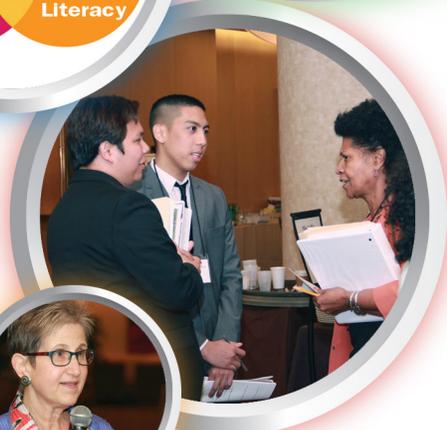


Join Us at IHA's

14th Annual Health Literacy Conference

May 6-8, 2015 • Irvine, California

*“Operational Solutions to Improve Health Literacy:
At the Intersection of Health Literacy and the
Affordable Care Act”*



- ✓ Learn “best practices” and the latest health literacy techniques
- ✓ Get easy-to-use, easy-to-implement tools
- ✓ Receive continuing education credits
- ✓ Network and learn from others
- ✓ Share your work in health literacy

[Click Here to Register](#)



I Want to Know About...

- Conference Purpose & Goals
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Be part of the
conversation with
#IHAHealthConf



Follow us on Twitter for
conference updates
@IHAhealthlit

Conference Purpose & Goals

This conference will gather together clinicians, educators, researchers, policymakers, and others who have developed best practices to face the low health literacy challenge.

Presenters will discuss programs and solutions to improve health communication, review programs of critical importance to improving health literacy, and teach attendees skill sets to better serve their clients.



“This is a wonderful conference that is educational, reasonably priced and fun to attend.”

Objectives

At the end of the conference, attendees will be able to:

1. Identify one practice you can implement based on what you have learned.
2. Evaluate three components of your patient/client education program related to health literacy, to determine how any of the solutions learned would be appropriate.
3. Demonstrate the application of one learned skill to the needs of your organization and/or patient/client population.

Who should attend

- ✓ Health Insurance Enrollers & Agents
- ✓ Health educators
- ✓ Physicians and nurses
- ✓ Primary care providers
- ✓ Public health workers
- ✓ Diabetes and nutrition professionals
- ✓ Medical librarians
- ✓ Patient navigators
- ✓ Hospital representatives
- ✓ Healthcare marketers, writers and editors
- ✓ Health insurance professionals
- ✓ Pharmaceutical/health plan professionals



About IHA

The Institute for Healthcare Advancement (IHA) is a not-for-profit, 501(c)(3) public charity dedicated to empowering people to better health. IHA has been active in health literacy for the past 15 years, sponsoring this conference, offering a Health Literacy Rewrite & Redesign Service, providing customized lectures and workshops in health literacy, consulting services, and writing and publishing the “What To Do For Health” self-help health bookseries. All seven titles are written at a 3rd- to 5th-grade reading level, and each title is available in English or Spanish (some titles also available in Vietnamese, Chinese, and Korean). For more information about IHA, its easy-to-read books, the Rewrite & Redesign Service, customized lectures and trainings, and innovations and activities in health literacy, trainings, and other areas, visit the website, www.iha4health.org or call (800) 434-4633.

Continuing Education Credits

By attending the complete 3-day conference you will earn **21 continuing education credits** in these categories:

- Category I entry level **CHES** and advanced **MCHES** Approved Provider by NCHEC
- **CME** This activity is approved for *AMA PRA Category 1 Credits™*
- **DCE** Approved Provider by the Dental Board of California
- **CPE** Registered Provider by the Commission on Dietetic Registration
- **CE** Approved Provider by the California Board of Registered Nursing
- **CE** Approved Provider by the Medical Library Association

Call For Posters

You are invited to submit a poster abstract for IHA's 14th Annual Health Literacy Conference. The Poster Session will be held on Thursday, May 7, 2015 during the Opening Night Reception. Presenters must be registered attendees of the conference. Posters may show research results or program implementation. Poster abstract submissions are due Friday, March 13, 2015. Notifications of acceptance sent via e-mail. To submit a poster abstract, visit www.iha4health.org or call (800) 434-4633 for more information.

“Great learning and continuing education credit opportunity”

IHA Health Literacy Award Nominations

IHA will open its Call for Award Nominations for the 14th Annual IHA Health Literacy Awards on March 2, 2015. These awards recognize the efforts of individuals or organizations in advancing health literacy in the following areas:

- **Published Materials (including websites)**
- **Innovative Programs**
- **Research**

Completed entries must be received in the IHA office no later than Monday, March 30, 2015, at 5:00pm Pacific time. Nomination forms with award criteria and additional information may be obtained by calling (800) 434-4633, or by visiting the IHA website at www.iha4health.org.

Winners will receive complimentary conference registration, \$500 check, a handsome award plaque, roundtrip coach airfare (if outside the greater Los Angeles/ Orange County area), and two nights' hotel accommodations at the Hotel Irvine. Awards will be presented during the conference at the IHA Health Literacy Awards Luncheon on Friday, May 8, 2015.



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Preconference Workshops (*Additional fee required)

Take advantage of these in-depth learning sessions to really sharpen your skills!

Writing and Designing Effective Communication: A Comprehensive Course*



Janet Ohene-Frempong, MS
*J.O. Frempong & Associates, Inc. /
IHA Strategic Partner-Health Literacy*

Jann Keenan, Ed.S
*The Keenan Group, Inc. /
IHA Strategic Partner-Health Literacy*

If you develop, edit, review or simply order materials in print and/or web-based media, this (full-day) workshop is for you. Learn and practice key strategies for providing or collecting information in a way that is most likely to engage, inform and even inspire your intended audience(s). We will cover the basic ways of gauging consumer needs, and then constructing documents or websites that make information easy for people to find, read, understand and relate to.

User Centered Design for Audiences With Limited Literacy Skills: An Introduction to Research and Testing Methods for Print and Online Materials*



Xanthi Scrimgeour, MHEd, MCHES
CommunicateHealth, Inc.

Stacy Robison, MHEd, MCHES
CommunicateHealth, Inc.

User centered design is the process of involving your audience as co-creators in the designing of a tool (like a website, an app, or even a print brochure). Reaching out and receiving meaningful feedback from these audiences can be challenging and requires special considerations. This interactive workshop will offer practical advice on conducting user research, including strategies, tips, and examples specific to audiences with limited literacy. Participants will get hands-on experience with many of the research and testing methods discussed.

“really enjoyed the preconference offering. A great opportunity to learn but also interact closely with the presenters.”

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Preconference Workshops

Best Practices for Health Insurance Outreach, Enrollment, Retention & Utilization: A Train-the-Trainer Session



Amy DeMarco, MPA
Institute for Healthcare Advancement

Improving access to healthcare goes far beyond the initial enrollment into health insurance coverage. As a healthcare advocates it is your responsibility to ensure that your clients understand how to use their coverage and renew their health insurance. This train-the-trainer session will share best practices on how enrollers and educators can help clients use, understand, and keep their coverage, in addition to getting them enrolled.

Collaborative Approach to Testing Materials: A New Industry Paradigm



Heather Turkoz, M.A.
Merck

Kara Jacobson, MPH
Emory University

This breakout session will provide operational solutions on how to partner with a diverse set of stakeholders to improve patient communication through evidence based market research resulting in improved patient comprehension. Participants of this breakout session will takeaway new perspectives and insights on a model for building an effective partnership between industry and academia to affect real change and improvement in health literacy. They will learn the importance of including an iterative method to incorporate patient and caregiver feedback into the development process of patient communication, recruitment and screening techniques for populations with limited health literacy, and testing methodologies that can be used with a broad range of patients, inclusive of all health literacy levels.

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Preconference Workshops:

How to Use the Book 'What To Do When Your Child Gets Sick': A Train-the-Trainer Session



Diana Pena, MPH
Institute for Healthcare Advancement

IHA's flagship book, *What To Do When Your Child Gets Sick*, has been proven to reduce missed school and work days and unnecessary emergency room visits for those families that read and use the book. To supplement the book's easy-to-use, easy-to-read format, this train-the-trainer curriculum helps practitioners work with families to utilize this book to better care for their children. Attendees will learn how to use this book with their clients in order to replicate and expand on the positive results of the health education method.

Your Health Insurance – How It Works and How to Use It: A Train-the-Trainer Session



Amy DeMarco, MPA
Institute for Healthcare Advancement

This Train-the-Trainer Session will teach navigators, enrollers, health educators and other healthcare advocates how to educate clients about their new health insurance coverage using the curriculum provided. The curriculum covers the following aspects of health insurance: What It Means to Have It, How It Works, What It Covers (and What It May Not Cover), How to Stay as Healthy as Possible, and How to Keep It Now that you Have It. This session will provide participants with the knowledge necessary to help their clients better understand and navigate the health insurance system.

Health Literacy 101: An Introduction to the Field



Michael Villaire, MSLM
Institute for Healthcare Advancement

This workshop will provide an overview of the scope of low health literacy, including frequencies among the general population, general characteristics, abilities and challenges of persons with low health literacy, and the cost of poor health literacy (both in terms of human suffering and dollars). Strategies for making individual and system-based improvements to improve health communication will be discussed.

Opening Keynote

Risky Business: Lessons about Clarity from Crisis and Emergency Risk Communication



Cynthia Baur, Ph.D.
Centers for Disease Control and Prevention (CDC)

Clear, coherent messages are always important, and they take on a special urgency in public health crises and emergencies. People may suffer unnecessary sickness, injury or death if the recommended actions and behaviors are too confusing or complicated to follow.

This presentation will use examples from recent crisis and emergency situations to highlight challenges, successes, and strategies for clear communication in times of stress as well as lessons for everyday clear communication practice.

Linking Research and Practice: Strategies for a More Collaborative Health Literacy Community



Linda Neuhauser, Dr.PH
UC Berkeley / Health Research for Action

How can the health literacy community successfully translate over 20 years of health literacy research into action? This session will cover research to practice issues and effective methods to address them on a large scale. It will emphasize the importance of applying health literacy standards, using intensive participatory design strategies with the intended users and stakeholders. Case studies from public health and clinical practice will include: statewide healthcare resources for Medicaid beneficiaries, a national parenting information initiative, and a health communication program with factory workers in China.

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Breakout Sessions

Creating a Needs-Based Health Literacy Initiative (Session A)



Stanton Hudson, MA
Center for Health Policy, University of Missouri

Nick Butler, MA
Center for Health Policy, University of Missouri

The proposed workshop will use CHP's learnings to inform learners how to conceptualize, promote, and launch place-based health literacy initiatives. This will include discussing a range of essential tasks such as selecting steering committee members, community outreach and engagement, organizing kick-off events, developing a request for proposals (RFP), application procedures, review protocols, and selection criteria, devising technical assistance consultations for grantees, deciding the parameters of sustainment, and dissemination of best/next practices. Learners will then have an opportunity to begin identifying and defining components by reflecting on the presentation and sharing experiences from their own health literacy domains with the group to further shape the concepts. Finally, participants will apply learnings to define the health literacy networks in their spheres of influence and potential health literacy ecosystem.

What's in a Word? The Translation of Information and the Client/Translator Relationship (Session B)



Wilma Alvarado-Little, MA
Alvarado-Little Consulting, LLC

In the healthcare field, organizations are presented with opportunities to advocate for effective communication leading to quality services. As our communities become more culturally and linguistically diverse, it becomes increasingly important to provide quality written materials in languages other than English in a way that embraces health literacy and cultural competency. This workshop will discuss the role of the translator and the translation process, challenges from a practice and research perspective and strategies for successful translator-client partnerships.

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“What a wealth of knowledge from true subject-matter experts.”

Breakout Sessions

Approved: Creating Patient-Friendly Documents that Satisfy Your Legal Department (Session C)



Christopher R. Trudeau, J.D.
Thomas M. Cooley Law School

This session will provide you with the tools you'll need to draft (and advocate for) patient-friendly documents in your own organizations. We'll discuss numerous strategies you can use to help convince those who are resistant to creating health-literate documents. Then we'll spend significant time discussing best practices for creating clear, user-friendly documents that can withstand legal muster. During the session, we'll use numerous examples of health-related documents to help solidify these concepts. By the end of the session, you'll have a unique perspective on how to create health-literate documents that still protect your organization's legal interests.

Easy-to-Understand Informed Consent and Advance Care Planning (Session D)



Rebecca Sudore, M.D.
University of California, San Francisco

This session will review lessons learned about creating accessible, easy-to-understand informed consent documents and advance care planning written and digital health guides. Participants will engage in hands on exercises and are encouraged to bring materials they are working on.

Tweets for Engagement and Health Messaging (Session E)



RV Rikard, Ph.D.
Michigan State

Kathleen Hoffman, Ph.D., MS, MSPH
Medivizor

Alisa Hughley, MPH
enBloom Media

Many express anxiety when engaging in social media and especially Twitter. Reducing anxiety and explaining ways Twitter can facilitate sharing health information will be covered. We assume attendees either never or rarely send a tweet, retweet, mention another tweet, and/or understand the value of a hashtag. (continued)

"IHA's conference is one of the best I have attended. Great information, good networking time"

Breakout Sessions

Tweets for Engagement and Health Messaging (Session E) Continued

Before discussing any of these topics, we want attendees to think in 140 characters. Discussion will focus on establishing, organizing, and structuring a tweet chat with people who may have limited health literacy skills. The group will examine the multiple uses of a chat. Session concludes with the co-hosts discussing potential methods to, and the potential drawbacks of, feedback from tweet chat participants. Discussion includes the use of an “open mic” chat, participant focus groups, and one-on-one in-depth interviews

Health Equity and Health Literacy: Examining the Link, Exploring Solutions



Michael Villaire, MSLM,
Institute for Healthcare Advancement (moderator)

- Michael Paasche-Orlow, M.D., *Boston University*
- Robert Logan, Ph.D, *National Library of Medicine*
- Winston Wong, M.D., M.S., *Kaiser Permanente*

The web of connections among health equity, quality healthcare, and health literacy are documented but not completely understood. The pathway to equitable, quality healthcare includes health literacy competency, but is affected by many other factors. This session will explore those connections and effects, and show examples of how awareness of health equity and health literacy can better serve the healthcare system and society.

Engaging Youth in a Public Health Literacy Campaign: The Bigger Picture



Dean Schillinger, M.D.
University of California, San Francisco

Among the factors that determine the success of a public health literacy campaign are the trustworthiness of the message source and the ability of the recipient to identify with, understand, and act upon, the message delivered. This session will provide an example of public health literacy messaging program that delivers peer-to-peer diabetes prevention messages delivered in contemporary art forms.

Breakout Sessions

Affordable Care Act and Health Literacy: Lessons Learned, Best Practices, and Recommendations



Michael Villaire, MSLM, *Institute for Healthcare Advancement (moderator)*

- Don Rubin, Ph.D., *University of Georgia*
- Victor Wu, M.D, *evolent Health*
- Catina O'Leary, Ph.D., *Health Literacy Missouri*
- Doreena Wong, *Asian Americans Advancing Justice*

The Affordable Care Act (ACA) will connect millions of Americans to the healthcare system, but how well are these newly insured people able to understand how to use such a complex system? Listen to ideas, lessons learned and insights gained from a panel of those who have been on the front lines, interviewed enrollers, and advocated for access and social justice in this area. Learn from insights that are more broadly applicable to the healthcare system in general.

Using the Universal Precautions Toolkit 2.0 (Session K)



Barry Weiss, M.D.
University of Arizona

This session will discuss the 2014 nationwide implementation study of the AHRQ Health Literacy Universal Precautions Toolkit. The session will focus on what was learned from the implementation, the new version of the toolkit that was developed after the implementation, and the companion guide that now accompanies the Toolkit.

“I found that the information gained from attending each session will be helpful and useful to me in my work.”

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Breakout Sessions

Integrating Health Literacy into Your Organizational Structure (Session L)



Emily Briglia, MA
Community Healthcare Network

Most widely accepted definitions of health literacy describe it as a set of competencies and skills that people develop to seek out, comprehend, evaluate, and use health information. However, health literacy is also the capacity of professionals and institutions to communicate effectively so that individuals can make informed decisions and take appropriate actions to protect and promote their health. CHN has structured its health literacy initiative to include senior leadership and multi-disciplinary staff involvement in order to create an organizational culture that integrates health literacy best practices into every aspect of patient care. The health literacy department is responsible for conducting a wide range of activities that includes but is not limited to providing ongoing staff training and recognition, the assessment and adaptation of policies and procedures, and technical assistance to community partners. By sharing our change process and outcomes, other health care organizations may replicate some, if not all, of our organization's health literacy model to improve patient care.

Intergenerational Communication Preferences (Session M)



Georgianna Sergakis, Ph.D.
The Ohio State University

Jill Clutter, Ph.D.
The Ohio State University

Our healthcare system is currently under construction and includes a diverse mix of four distinct generations: the Traditionalists, Baby Boomers, Generation X, and the Millennials. This interactive workshop will describe foundations of behavior, explore the barriers to effective interactions and discuss strategies to turn these barriers around in order to build bridges for effective and clear health communication.

[Click Here to Register](#)



“Always love attending this conference!”

Breakout Sessions

Creating a Technology-Based Health Literacy Toolkit (Session N)



Melanie Stone

Sara Noble

Anupama Kapadia

*The University of Texas Health
Science Center at San Antonio*

This interactive workshop will guide participants through the process of creating a technology-based health literacy toolkit. The content is derived from our experience with the Access Care, Texas: ACT Together for Health (ACT) community service learning project, an interprofessional initiative at The University of Texas Health Science Center at San Antonio. The ACT team collaborated with community partners, the San Antonio Health Literacy Initiative and the EnrollSA coalition, to create a health insurance literacy toolkit app that educates community members and health professionals on how to access and utilize health insurance.

Teach-back: Making It an Always Event (Session O)



Mary Ann Abrams, M.D., MPH

Nationwide Children's Hospital

Do you struggle with these challenges in your health care setting? How can I get everyone to use teach-back? Why don't patients do what we ask of them? There's just not enough time... This interactive workshop will use the Always Use Teach-back! Toolkit as a foundation to strategize on making teach-back an "always event".

Closing Keynote



Rima Rudd, Sc.D.

Harvard School of Public Health

Michael Villaire, MSLM

Institute for Healthcare Advancement

Hotel Accommodations/Shuttle Info

All classes, events, and meals are held at the Hotel Irvine (formerly known as the Hyatt Regency Irvine, site of the IHA's 2014 Health Literacy Conference) located at 17900 Jamboree Road, Irvine, CA 92614, near the John Wayne Airport (SNA). Complimentary hotel shuttle service is available to and from John Wayne Airport by contacting the Hotel Irvine, (888) 230-4452. IHA has negotiated specially reduced room rates of \$125 for single or double occupancy.



These rates are good for reservations commencing up to two days prior and two days after the official meeting/ conference dates, based on availability. Special room rates are available until March 24, 2015 or until rooms in the block are gone. To reserve rooms, call Hotel Irvine at (888) 230-4452 or use this link: <https://resweb.passkey.com/go/ihahealthliteracy2015>

In order to receive the discounted group rates, you must mention IHA Health Literacy Conference at the time of booking. Also be sure to book your room early, as the block of rooms at this special rate is limited. When these rooms are gone, rates on rooms (if available) will be priced at the non-group rate.

“Great staff,
lovely property,
and excellent
food..”

Cancellations/Substitutions/Refunds

Cancellations received prior to May 1, 2015 are entitled to a refund, minus a \$25 processing fee. Cancellations received on or after May 1, until May 6, are entitled to a refund, minus a \$50 processing fee. Paid registrants may substitute another attendee prior to May 1 at no cost, and for a \$25 processing fee from May 1 up to and including May 6. No-shows are liable for full tuition.

Tuition Fees

	Earlybird (on or before April 10, 2015)	Regular (after April 10, 2015)
Standard	\$359	\$379
Nonprofit*	\$329	\$349
3+ from 1 org.**	\$299	\$319

* Includes students / education / government / nonprofit organizations

**Per registrant, when registered and paid for at the same time