Oregon and SW Washington Health Literacy Conference Making Meaning



Legacy Health



A patient's ability to make meaning of health information and medical advice is essential to their well-being. People with low health literacy have a difficult time reading, understanding and acting on basic medical instructions and information.

According to the National Patient Safety Council, no other single issue has a greater impact on health status. Nearly nine out of 10 adults have trouble applying everyday health information. Low health literacy is a leading cause of health disparities. People over age 65 and communities of color are most at risk.

Improved communication with all patients, particularly those with low health literacy, will be critical within the CCO and ACO environments. Many of the newly insured within health transformation will have low health literacy.

Join national and local experts sharing research and evidencebased practices that will help increase health literacy and improve quality, safety and outcomes for all.

Target audience

- Hospital, clinic, public health and safety net clinic providers
- Health plan and community-based organization representatives
- Adult literacy educators, librarians
- Academics
- Policy makers

Making Meaning

Conference date and location

Friday, March 7, 2014

The Governor Hotel 614 S.W. 11th Ave. Portland, OR 97205

Legacy Health is hosting the conference with support from:

Platinum Sponsor:

• Northwest Acute Care Specialists (NACS)



Silver Sponsors:

- Health Net of Oregon
- Northwest Health Foundation
- Oregon Health Authority Office of Equity and Inclusion

Bronze Sponsors:

- Multnomah County Health Department
- Oregon Medical Association
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Partners:

- Cambia Health Solutions
- Children's Community Clinic
- Free Clinic of SW Washington
- Oregon Center for Nursing
- Oregon Public Health Institute
- The Wallace Medical Concern

Conference schedule — Friday, March 7, 2014

Please visit **legacyhealth.org/healthliteracyconference** for descriptions of the presentations.

7:00 a.m. Registration and continental breakfast

8:00 a.m. Welcome, George Brown, M.D.

President and Chief Executive Officer, Legacy Health

8:10 a.m. Opening remarks

Michael Alexander, The Urban League of Portland

8:30 a.m. Keynote

Health Literacy as a Framework for Transformation

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

9:30 a.m. Plenary

Empowering Patients to Change: The Magic of the Baby Step

Terry Davis, Ph.D., Louisiana State University Health Sciences

Center Shreveport

10:30 a.m. Transition

10:45 a.m. Breakout One

Cultural Agility: You Don't Know What You Don't Know

April Lewis, M.S., Figure 8 Consulting, LLC Carol French, M.A., Figure 8 Consulting, LLC

Plain Language Overview

Joan Winchester, M.Ed., Center for Health Literacy

Ryan Miller, Center for Health Literacy

Health Disparities and Health Literacy in Chronic Disease: An Update

Jennifer Barton, M.D., University of California, San Francisco

Teach-Back: The Importance of Two-Way Communication

Kevin Breger, M.D., Ph.D., Legacy Health

12:15 p.m. Luncheon served in the ballroom

1:00 p.m. Plenary

Institutional Responsibility: Increasing Access to Information and Care

Rima Rudd, Sc.D., MSPH, Harvard School of Public Health

2:00 p.m. Transition

2:15 p.m. Breakout Two

Teach-Back: The Importance of Two-Way Communication

Kevin Breger, M.D., Ph.D., Legacy Health

What Motivates Change? Translating Theory into Practice

Dana Sturtevant, M.S., R.D., Be Nourished

Plain Language Skills Training: How to Write So People Understand You

Joan Winchester, M.Ed., Center for Health Literacy

Ryan Miller, Center for Health Literacy

Techniques for Navigating Health Disparities: Interpreters and Providers Working Together

Andrea Henry Sims, CMI, Children's Healthcare of Atlanta Alison Arévalo-Amador, Children's Healthcare of Atlanta

Addressing Health Literacy via Community Collaborations

Lisa Cline, The Wallace Medical Concern

Anna Jimenez, M.D., The Wallace Medical Concern

Maria Perez, The Wallace Medical Concern

3:45 p.m. Transition

4:00 p.m. Closing Panel

Cynthia Baur, Ph.D., Centers for Disease Control

Rima Rudd, Sc.D., MSPH, Harvard School of Public Health

4:50 p.m. Adjourn and Raffle

Wayne Clark, Legacy Health

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Course faculty

Keynote and Plenaries

Cynthia Baur, Ph.D.

Senior Advisor, Health Literacy Office of the Associate Director for Communication Centers for Disease Control and Prevention

Terry Davis, Ph.D.

Professor of Medicine and Pediatrics Louisiana State University Health Sciences Center Shreveport

Rima Rudd, Sc.D., MSPH

Senior Lecturer on Health Literacy, Education and Policy Harvard University School of Public Health

Breakout Sessions

Alison Arévalo-Amador

Interpreter/Translator Children's Healthcare of Atlanta

Jennifer Barton, M.D.

Assistant Adjunct Professor University of California, San Francisco

Kevin Breger, M.D., Ph.D.

Hospitalist Core Faculty Internal Medicine Residency Program Legacy Health

Lisa Cline

Executive Director
The Wallace Medical Concern

Carol French, M.A.

Figure 8 Consulting, LLC

Andrea Henry Sims, CMI

Spanish-English Interpreter Children's Healthcare of Atlanta

Anna Jimenez, M.D.

Medical Director
The Wallace Medical Concern

April Lewis, M.S.

Figure 8 Consulting, LLC

Ryan Miller

Manager Center for Health Literacy

Maria Perez

Community Engagement Manager The Wallace Medical Concern

Dana Sturtevant, M.S., R.D.

Be Nourished

Joan Winchester, M.Ed.

Senior Manager, Health Services Segment Center for Health Literacy

Overall course objectives

The Oregon and SW Washington Health Literacy Conference: Making Meaning was created to raise awareness of the scope and health consequences of low health literacy, including health disparities.

Desired outcomes

Attendees will learn how to use "Teach-Back" and "Plain Language" as strategies to improve patient education and instruction — both oral and written. Together, we will identify common barriers to low-literacy patients in actively obtaining health care, encourage collaboration between community organizations and health professionals in addressing low health literacy and identify resources to improve health literacy.

Accreditation

Legacy Health is accredited by the Oregon Medical Association to sponsor continuing medical education for physicians. Legacy Health designates this live activity for a maximum of 6 AMA PRA Category 1 Credit(s).™ Physicians should only claim credit commensurate with the extent of their participation in the activity. CME certificates are provided for other professions.

Disclosure

Faculty has been asked to disclose any real or apparent significant affiliation(s), including commercial interests that may have a direct bearing on the subject matter of this CME activity. Detailed disclosure will be made at the conference for each individual speaker.

Accessibility

In accordance with the Americans with Disabilities Act, Legacy Health seeks to make this conference accessible to all. If you have a disability that might require special accommodations or American Sign Language interpretation, please contact Anne Rowell at arowell@lhs.org or 503-415-5756.

Directions and parking

Portland Streetcar and MAX stops are very close to The Governor Hotel. Parking is available at SMART Park, 730 S.W. 10th Ave. (S.W. 10th Ave. and Yamhill).

Registration information

- Early registration through Jan. 10, 2014: \$70 (\$85 after Jan. 10)
- Legacy Health employees fee waived as follows:
- Please submit your registration after obtaining your manager's approval to attend.
- No-shows will be charged for the conference.

Registration can be made:

- Online at www.legacyhealth.org/healthliteracyconference
- PDF brochure copy and registration form available at www. legacyhealth.org/healthliteracyconference
- Brochure registration form

A confirmation email will be sent to you within one week after your registration is received.

Please complete the SurveyMonkey linked in your confirmation email to indicate your choice of breakout sessions. Please designate your first and second choices for morning and afternoon breakouts. Due to space availability, sessions will be assigned in order of registration receipt. Session designations will be included in your packet at the conference.

For registration questions, please contact: **Diana Netter** at **503-413-6177**, **503-413-6644** (fax) or **dnetter@lhs.org**.

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Legacy Health Community Benefit

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Registration form

Oregon and SW Washington Health Literacy Conference 2014: Making Meaning

Friday, March 7, 2014

Name (print)			
Credentials	Title		
Organization/institution			
Street address			
City		State	Zip
Phone		Email	
Street address City			Zip

Registration fees

Registration through Jan. 10: \$70 (\$85 after)

Legacy Health employees — fee waived as follows:

- Please submit your registration after obtaining your manager's approval to attend.
- No-shows will be charged for the conference.

Register online at www.legacyhealth.org/healthliteracyconference.

Registration is non-transferable.

Registration deadline: Feb. 20; fee non-refundable after Feb. 7 Method of payment

Registration forms must be completed for each registrant. To register more than one person with the same credit card, please contact Diana Netter at **dnetter@lhs.org** or **503-413-6177**.

Please pay by enclosing check, payable to Legacy Health, or credit card.

Name on credit card

Card# Exp. date

Amount paid

Please return this completed form to:

Legacy Health Community Benefit Attn: Diana Netter 1120 N.W. 20th Ave., Suite 106 • Portland, OR 97209

For registration questions, please contact Diana Netter at **503-413-6177** (phone), **503-413-6644** (fax) or **dnetter@lhs.org**.

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