

# Agenda at a Glance

See Summit program for presenters and session details.

## Monday, April 1 Pre-Summit Sessions

12:00 – 4:00 pm	<b>Plain Language Writing and Designing for Effective Communication (Hall F)</b> Sabrina Kurtz-Rossi, M.Ed
12:00 – 2:45 pm	<b>Starting and Growing a Health Literacy Initiative in Your Organization (Hall E)</b> Audrey Riffenburgh, PhD
3:00 – 4:00 pm	<b>Better Labels = Better Health (Hall E)</b> Melissa Ngo, PharmD, BCACP, Kenneth G. Schellhase, MD, MPH and Kari LaScala, JD
5:30 – 7:00 pm	<b>Advanced Health Literacy for Professionals (Hall F)</b> Sabrina Kurtz-Rossi, M.Ed

## Tuesday, April 2 Health Literacy Summit

7:45 – 8:30 am	<b>Registration and Continental Breakfast</b>				
8:30 am	<b>Welcome (Ballroom A/B)</b>				
8:45 – 10:00 am	Keynote/Plenary A <b>The Power of Community Voice: Enhancing Public Health Literacy for Vulnerable Populations (Ballroom A/B)</b> Dean Schillinger, MD				
10:00 – 10:15 am	<b>Break with Exhibitors (Capitol Promenade)</b>				
10:15 – 11:15 am	Plenary B <b>Books, Brains, and Back and Forth: New Chapters in Pediatric Literacy Promotion (Ballroom A/B)</b> Perri Klass, MD, Reach Out and Read National Medical Director		Plenary C <b>Health literacy and child health: What is known and what are needed next steps? (Hall F/G)</b> H. Shonna Yin, MD, MSc		
11:30 am 1:00 pm	<b>The Lunch Bunch: Colleagues Networking and Sharing (Grand Terrace)</b>				
1:15 – 2:15 pm	<b>Concurrent Breakout Session A</b>				
	<b>Organizational Planning</b>	<b>Tools &amp; Resources</b>	<b>Literacy and Health</b>	<b>Health Literacy Improvement</b>	<b>Working with Vulnerable Populations</b>
	<b>Up Close with Dr. Dean Schillinger (Hall of Fame) (by advance registration only)</b>	<b>Health Literacy Starter Kit: Basic Information and Resources for the Newcomer (Ballroom A/B)</b> Dr. Paul Smith	<b>Roundtable Networking with Literacy Agencies (Hall I)</b> Bartel, Bornhoeft, LaScala, Surrency, Braun, Salcido, Tsering, Vandergriff, Aung	<b>Infusing Health Literacy into Program Design (Hall F/G)</b> Gonzalez and Molina	<b>Practical Skills for Health Professionals to Clearly Communicate with Non-Native English Speakers (Hall E)</b> Finesilver & Roling
2:15- 2:45 pm	<b>Break with Exhibitors (Capitol Promenade)</b>				
2:45 – 3:45 pm	<b>Concurrent Breakout Session B</b>				
	<b>Building a Health Literate Organization: A Guide to Achieving Organizational Change (Ballroom A/B)</b> Dr. Mary Ann Abrams	<b>Patient Activation Through Peer Education: Lessons from Southeastern Pennsylvania (Hall E)</b> Susan Cosgrove	<b>Health + Literacy + English: Building Partnerships to Increase Health Literacy in Adult Learners (Hall I)</b> Ravotas & Evans	<b>Health Communication through the Lens of Health Literacy and Law Enforcement (Hall J)</b> Osborne & Ross	<b>Community Voices (Hall F/G)</b> Baier and Perry Moderated by Erikson
4:00 – 5:00 pm	Plenary D <b>Implementing Health Literacy Initiatives (Ballroom A/B)</b> Michael Paasche-Orlow, MD, MA, MPH				
5:15 – 7:00 pm	<b>Networking Reception and Poster Presentation – cash bar (Grand Terrace)</b>				

## Wednesday, April 3 Health Literacy Summit

7:15 am	<b>Breakfast Buffet</b> (Grand Terrace)				
8:00 am	<b>Welcome</b> (Ballroom A/B)				
8:15 – 9:15 am	Plenary E <b>Lessons Learned from 25 Years of Communication Research to Improve Public Health and Eliminate Health Disparities</b> (Ballroom A/B) Matt Kreuter, PhD, MPH				
9:15 – 9:30 am	<b>Break with Exhibitors</b> (Capitol Promenade)				
<b>Concurrent Breakout Session C</b>					
9:30 – 10:30 am	<b>Organizational Planning</b>	<b>Tools and Resources</b>	<b>Literacy and Health</b>	<b>Health Literacy Improvement</b>	<b>Working with Vulnerable Populations</b>
	<b>Identifying the Health Literacy Demands of Health Conditions to Inform a Programme to build Health Literacy</b> (Hall E) <i>Susan Reid</i>	<b>A Patient-Centered Health Literacy - Psychosocial Support Intervention to Improve Medication Adherence for Patients with Diabetes</b> (Hall I) <i>Shiyanbola, Huang, Maurer</i>	<b>Improving Health Literacy: Ways Adult Literacy and Public Health Can Work Together to Make a Difference</b> (Ballroom A/B) <i>Dillaha and Morris</i>	<b>Digital Literacy: A Crucial Component in Health Literacy</b> (Hall F/G) <i>JennaRose Dahl</i>	<b>The Florida Health Literacy Initiative: Helping English Language Learners to Make Healthy Choices</b> (Hall J) <i>Smith and Surrency</i>
10:30 am	<b>Break with Exhibitors</b> (Capitol Promenade)				
<b>Concurrent Breakout Session D</b>					
10:45 - 11:45 am	<b>Building the Case for Health Literacy: Using Safety Events to Tell the Story</b> (Ballroom A/B) <i>Morrison &amp; Gibson</i>	<b>Health Literacy as a Qualifying Criterion for Comprehensive Medication Reviews</b> (Hall E) <i>Trapskin and Sokhal</i>	<b>Health Online &amp; National Network of Libraries of Medicine Funding Opportunities</b> (Hall I) <i>Mowatt and Burda</i>	<b>Do you have Peripheral Neuropathy? The Need for Plain Language in Healthcare Discussions</b> (Hall J) <i>Sheryl Scott</i>	<b>A Sharper View of Health Literacy for Aging Immigrants in Rural Wisconsin</b> (Hall F/G) <i>Apfelbeck, Kue, Villafuerte &amp; Vang</i>
12:00 – 12:45 pm	<b>Lunch – International Health Literacy Association (IHLA) general and interest group meetings</b> (Grand Terrace)				
<b>Concurrent Breakout Session E</b>					
1:00 - 2:00 pm	<b>Building on a Foundation: Developing Organizational Health Literacy</b> (Ballroom A/B) <i>Martinez</i>	<b>Effective and Inclusive Consumer Testing of Health Resources</b> (Hall F/G) <i>Severs and Appleby</i>	<b>‘Learners as Data Interpreters’: Engaging Adult ESL Learners in Participatory Research for Improved Health Outcomes</b> (Hall E) <i>Santos</i>	<b>Communication and Continuous Improvement: The State of Wisconsin’s Benefits Story</b> (Hall I) <i>Tara Pray</i>	<b>Peer Leader Navigators Improve Health Literacy in Immigrant and Refugee Communities in Anchorage, Alaska</b> (Hall J) <i>Linda Shepard</i>
2:15 – 3:30 pm	Closing Plenary Session F <b>Photography Without Borders: Exposing and Addressing the Social Determinants of Global Health</b> (Ballroom A/B) Annie Griffiths - National Geographic Photographer				