### Monday, April 1  Pre-Summit Sessions

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

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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:45 – 8:30 am</td>
<td>Registration and Continental Breakfast</td>
<td>(Ballroom A/B)</td>
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<tr>
<td>8:30 am</td>
<td>Welcome (Ballroom A/B)</td>
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<tr>
<td>8:45 – 10:00 am</td>
<td>The Power of Community Voice: Enhancing Public Health Literacy for Vulnerable Populations (Ballroom A/B)</td>
<td>Dean Schillinger, MD</td>
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<tr>
<td>10:00 – 10:15 am</td>
<td>Break with Exhibitors (Capitol Promenade)</td>
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<tr>
<td>10:15 – 11:15 am</td>
<td>Books, Brains, and Back and Forth: New Chapters in Pediatric Literacy Promotion (Ballroom A/B)</td>
<td>Perri Klass, MD, Reach Out and Read National Medical Director</td>
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<td>Plenary C</td>
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<td></td>
<td>Health literacy and child health: What is known and what are needed next steps? (Hall F/G)</td>
<td>H. Shonna Yin, MD, MSc</td>
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<tr>
<td>11:30 am</td>
<td>The Lunch Bunch: Colleagues Networking and Sharing (Grand Terrace)</td>
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#### Concurrent Breakout Session A

**Organizational Planning**

- Up Close with Dr. Dean Schillinger (Hall of Fame) *(by advance registration only)*

**Tools & Resources**

- Health Literacy Starter Kit: Basic Information and Resources for the Newcomer (Ballroom A/B)
- Dr. Paul Smith

**Literacy and Health**

- Roundtable Networking with Literacy Agencies (Hall I)
- Bartel, Bomhoef, LaScala, Surrency, Braun, Salcido, Tsering, Vandergriff, Aung

**Health Literacy Improvement**

- Infusing Health Literacy into Program Design (Hall F/G)
- Gonzalez and Molina

**Working with Vulnerable Populations**

- Practical Skills for Health Professionals to Clearly Communicate with Non-Native English Speakers (Hall E)
- Finesilver & Roling

**Break with Exhibitors**

(Capitol Promenade)

#### Concurrent Breakout Session B

**2:45 – 3:45 pm**

- Building a Health Literate Organization: A Guide to Achieving Organizational Change (Ballroom A/B)
- Dr. Mary Ann Abrams

- Patient Activation Through Peer Education: Lessons from Southeastern Pennsylvania (Hall E)
- Susan Cosgrove

- Health + Literacy + English: Building Partnerships to Increase Health Literacy in Adult Learners (Hall I)
- Ravotas & Evans

- Health Communication through the Lens of Health Literacy and Law Enforcement (Hall J)
- Osborne & Ross

**Community Voices**

(Hall F/G)

- Baier and Perry

**Moderated by Erikson**

**4:00 – 5:00 pm**

- Plenary D

**Implementing Health Literacy Initiatives** (Ballroom A/B)

- Michael Paasche-Orlow, MD, MA, MPH

**5:15 – 7:00 pm**

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