

2013 FLORIDA HEALTH LITERACY SUMMIT

Keynote

Health Literacy: A Powerful Tool for Prevention

Andrew Pleasant, Ph.D.

Senior Director of Health Literacy and Research, Canyon Ranch Institute

The keynote session will provide an introduction to health literacy and discuss the connections between health literacy, integrative health, and prevention using real world data and examples.

Participants will

- Define health literacy
- Understand several health literacy best practices for clinical, public health and educational settings
- Discuss how to apply health literacy to their own work and institutions

[Andrew Pleasant's Bio](#)

Session 1

Development of Health Literacy Universal Precautions Toolkit for Primary Care

Leigh Callahan, Ph.D.

*Mary Link Briggs Distinguished Professor of Medicine, Professor of Social Medicine
University of North Carolina at Chapel Hill/Thurston Arthritis Research Center*

This session will review the impact of health literacy universal precautions on health and care. The health literacy universal precautions toolkits and quickstart guides (primary care, rheumatology, cardiology) will be explained and demonstrated. This presentation also includes insights and input from practices and clinicians.

Participants Will

- Define Health Literacy and discuss outcomes associated with low literacy
- Review key drivers for improving outcomes in people with low literacy
- Learn three things you can do right now to promote health literacy in your patient encounters

Session 2

Health Literacy: Challenges and Solutions

Terri Ottosen, M.L.I.S., AHIP

Consumer Health Coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region

Learn about health literacy and methods of effective health communication from both sides - relaying and receiving. In this session, we'll review the disconnect between information providers and information seekers, and discuss solutions like self-advocacy, plain language and the teach-back technique. Hands-on exercises will reinforce discussions.

Participants will

- Identify factors which may contribute to low levels of health literacy
- Use basic principles of "plain language" to review, evaluate, select, and/or rewrite materials which adhere to easy-to-read principles
- Learn various definitions of health literacy and its importance to patient care.

Session 3

Time to Talk CARDIO

Andrew Pleasant, Ph.D.

Senior Director of Health Literacy and Research, Canyon Ranch Institute

This session will introduce and demonstrate Time to Talk CARDIO/Hora de Hablar CARDIO. These are online health literacy tools targeting the communication skills of both health care professionals and patients. Time to Talk CARDIO is a free online program designed for patients and health care professionals to address key issues related to prevention and management of cardiovascular disease. Hora de Hablar CARDIO is a Spanish-language version of the Time to Talk CARDIO program that aims to improve the conversations between Hispanic patients and their health care professionals about heart health.

Participants will

- Understand the approach to health literacy that underpins TTTC & HDHC
- Explain the functioning and relevance of TTTC & HDHC to patients and health care professionals

Session 4

One Size Doesn't Fit All: Developing Appropriate Health Literacy Materials for Diverse Populations

Khaliah Fleming, MPH, CHES

Co-Director TBCCN Outreach Core/Health Educator, Moffitt Cancer Center

Rania Abdulla, M.A.

Research Coordinator, Moffitt Cancer Center

This session will provide a general overview of photo novellas and highly visual educational picture cards as health education tools. Presenters will learn about the development process for the Tampa Bay Community Cancer Network's (TBCCN) CARES (Colorectal Cancer Awareness, Research, Education and Screening) photo novella and the TBCCN Cervical Cancer Educational Resource (TBCCN-CCER); including the background, purpose, design, utilization, and effectiveness of these tools.

Participants will

- Increase awareness of how to appropriately identify and design effective literacy appropriate educational materials
- Increase knowledge about how the CARES photonovella was developed and utilized effectively
- Increase knowledge about the effective development, revision and use of the TBCCN-CCER

Session 5

Health Literacy from a Nurse's Perspective: A Panel of Expert Nurses from the Florida Nurses Association

Mary Gynn, MSN/MS, MPH, BSN, RN, DE

Edward Briggs, DNP, ARNP

Susan Stone, MSN, RN

Florida Nurses Association

Research shows health information understanding can result in a healthier population, stronger communities, reduced medical costs and appropriate health decisions. The panel will present health literacy strategies and best practices that nurses are using to improve patient care and communications. Handouts with health literacy resources will be provided.

Participants will

- Understand the fundamentals of health literacy and its impact on communities
- Experience the difficulties beginning writers have when trying to fill out health forms
- Understand the anxiety resulting from misunderstanding the meaning of words

Session 6

The Florida Health Literacy Initiative: Helping English Language Learners to Make Healthy Choices

Greg Smith, M.S.Ed

Florida Literacy Coalition, Executive Director

Poor functional health literacy is prevalent among adults and families with limited English language and literacy skills. Join us to learn about Florida Health Literacy Initiative, an award-winning program that combines ESOL instruction with contextualized health education. This session will include; 1) an introduction to the *Staying Healthy*, a specialized plain language guide to health care and healthy living, 2) a review of the Initiative's grants program, sponsored by the Florida Blue Foundation, and the health and education outcomes realized by participating students.

Participants will

- Demonstrate a basic understanding of health literacy
- Understand barriers that individuals with low literacy and health literacy skills may experience and strategies that can help these individuals make informed choices regarding their health and healthcare
- Discuss several resources and programs that demonstrate productive partnerships among community-based adult educators and health care providers