

TUESDAY, MARCH 31, 2009

TIME	ROOM	SESSION
8:00 a.m. - 9:00 a.m.	Atrium	Check-in / Continental Breakfast / Exhibitors
9:00 a.m. - 9:30 a.m.	M-1 – M-4	Welcome <ul style="list-style-type: none"> • Michele Erikson, Executive Director, Wisconsin Literacy • Paul Fuglie, Vice President, External Affairs for Wisconsin, Verizon • Wendy Wiederhold, Director of Sales for Wisconsin, Anthem Blue Cross and Blue Shield
9:30 a.m. - 10:40 a.m.	M-1 – M-4	Keynote Address Advancing Health Literacy: An Opportunity to Transform Health and Health Care <ul style="list-style-type: none"> • Andrew Pleasant, Ph.D., Assistant Professor, Department of Human Ecology, School of Environmental and Biological Sciences, Rutgers, Co-Author of <i>Advancing Health Literacy: A Framework for Understanding and Action</i>
10:40 a.m. - 11:00 a.m.	Atrium	Break / Exhibitors
11:00 a.m. - 12:00 p.m.	M-1 – M-4 M-8	Two Concurrent Sessions Developing Hospital Standards for Culturally Competent Patient-Centered Care <ul style="list-style-type: none"> • Christina L. Cordero, Ph.D., M.P.H., Project Manager, Division of Standards and Survey Methods, The Joint Commission Estimating Cost and Mapping Health Literacy <ul style="list-style-type: none"> • Laurie Martin, ScD, M.P.H., Health Policy Associate, RAND Corporation • Paul D. Smith, M.D., Associate Professor, University of Wisconsin School of Medicine
12:00 p.m. - 1:00 p.m.	M-1 – M-4	Legislator Welcome / Lunch / Exhibitors
1:00 p.m. - 2:20 p.m.	M-1 – M-4	Health Literacy Ambassadors Forum for Literacy Students, Part I <ul style="list-style-type: none"> • Marsha Connet, Southeast Regional Literacy Consultant, Wisconsin Literacy • Margarete Cook, Northwest Regional Literacy Consultant, Wisconsin Literacy
1:00 p.m. - 2:20 p.m.	M-5 M-6	Four 80-min. Workshops Picture This! Utilizing the Photonovella to Overcome Literacy Challenges <ul style="list-style-type: none"> • Kathy Donovan, Director of HIV Services, Sixteenth Street Community Health Center • Mari Carmen Saavedra, HIV Prevention Case Manager, Sixteenth Street Community Health Center • Jose Salazar, HIV Prevention Coordinator, Sixteenth Street Community Health Center Health Literacy: A Key Component of Quality Health Care <ul style="list-style-type: none"> • Cheryl McIlquham, Director, Office of Policy Initiatives & Budget, Department of Health Services • Cindy Schlough, Director, Member Services & Strategic Partnerships, Wisconsin Collaborative for Healthcare Quality • Susan Wiegmann, Ph.D., Director, Quality Initiatives, Wisconsin Medical Society

	M-7	Writing for Patients & Families: How to Write Easy-to-Read Materials <ul style="list-style-type: none"> • Susan M. Kanack, B.S.N., R.N., Patient Education Coordinator, ProHealth Care
	M-8	Medication Labeling and Medication Safety <ul style="list-style-type: none"> • Michael S. Wolf, Ph.D., M.P.H., Assistant Professor of Medicine and Learning Sciences, Feinberg School of Medicine, Northwestern University • Stacy C. Bailey, M.P.H., Director, Health Literacy & Learning Program, Feinberg School of Medicine, Northwestern University
2:20 p.m. - 2:35 p.m.	Atrium	Break / Exhibitors
2:35 p.m. - 3:35 p.m.	M-1 – M-4	A Department of Health and Human Services Report on a National Action Plan for Health Literacy <ul style="list-style-type: none"> • Cynthia Baur, Ph.D., Director, Division of Health Communication and Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention
3:45 p.m. - 4:05 p.m.	M-5	Four 20-min. Information Sessions This is so confusing! - Increasing Understanding of Health Information <ul style="list-style-type: none"> • Helen Dale, Ph.D., Health Literacy Advancement Associates • Carol Gabler, MST, Health Literacy Advancement Associates • Sue McIntyre, Ph.D., Health Literacy Advancement Associates
	M-6	Raising Awareness About Health Literacy Among Healthcare Providers and the Community <ul style="list-style-type: none"> • Kaye Crampton, Consumer Health Librarian, Great Rivers Partners for Health-e People, c/o Gundersen Lutheran
	M-7	Health Literacy Missouri: A Statewide Approach <ul style="list-style-type: none"> • Thomas Adams, Program Officer, Missouri Foundation for Health
	M-8	How to engage your hospital and community in health literacy initiatives: lessons learned from one hospital's experience. <ul style="list-style-type: none"> • Jan Kraus, Manager, Dr. Joseph F. Smith Medical Library, Aspirus Wausau Hospital
4:15 p.m. - 4:35 p.m.	M-5	Four 20-min. Information Sessions Refugee Health Information Network <ul style="list-style-type: none"> • Arthur Upham, Refugee Specialist, WI Dept. of Workforce Development, Bureau of Migrant, Refugee and Labor Services
	M-6	Health Literacy for Nurses – Tools for Effective Communication <ul style="list-style-type: none"> • Margarete Cook, Northwest Regional Literacy Consultant, Wisconsin Literacy
	M-7	Through a Doctor's Eyes: Health Literacy Connections <ul style="list-style-type: none"> • Susan Rowe, M.D., Family Physician, Luther Midelfort, Mayo Health Systems • Helen Dale, Ph.D., Health Literacy Advancement Associates • Carol Gabler, MST, Health Literacy Advancement Associates • Sue McIntyre, Ph.D., Health Literacy Advancement Associates
	M-8	AHEC & Health Literacy Missouri: Partnering for Success <ul style="list-style-type: none"> • Bobbi Bellamy, SWMO AHEC Health Career Coordinator, Missouri Area Health Education Centers System (MAHEC) • Susan Centner, MDL Project Director, Missouri Area Health Education Centers System (MAHEC) • Sherri Hinrichs, SEMO AHEC Ex. Director, Missouri Area Health Education Centers System (MAHEC)
4:40 p.m. - 5:00 p.m.	M-5	Four 20-min. Information Sessions Area Health Education Centers & Health Literacy <ul style="list-style-type: none"> • Mark Scully, Program Manager, Northern Highland AHEC, Wisconsin Area Health Education Center

	M-6	Literacy and Tailored Messages – Reaching Your Audience Through the Media <ul style="list-style-type: none"> • Jon Stemmler, Assistant Director, Health Communication Research Center, University of Missouri School of Journalism
	M-7	Literacy Toolkit –Skills for Health Information Retrieval <ul style="list-style-type: none"> • Ulrike Dieterle, Distance Services & Outreach Coordinator, Ebling Library, UW-Madison
	M-8	Improving the Health Literacy Environment of Wisconsin Hospitals – A Collaborative Model <ul style="list-style-type: none"> • Sue Gaard, R.N., M.S., Founder, Confident Conversations, LLC • Paul D. Smith, M.D., Associate Professor, University of Wisconsin School of Medicine
5:00 p.m. - 6:30 p.m.	Lake Rooms Upstairs	Reception for All Summit Attendees <ul style="list-style-type: none"> • Networking Opportunity with Regional Health Literacy Committees • Hors d'Oeuvres and Cash Bar

WEDNESDAY, APRIL 1, 2009

TIME	ROOM	SESSION
7:45 a.m. - 8:30 a.m.	Atrium	Continental Breakfast / Exhibitors
8:30 a.m. - 8:45 a.m.	M-1 – M-4	Welcome <ul style="list-style-type: none"> • Paul D. Smith, M.D., Wisconsin Literacy Board Member and Health Literacy Committee Chair • Karen Timberlake, Secretary, Department of Health Services
8:45 a.m. - 9:45 a.m.	M-1 – M-4	Health Literacy Initiatives of the Missouri Foundation for Health <ul style="list-style-type: none"> • James R. Kimmey, M.D., M.P.H., President & CEO, Missouri Foundation for Health • Arthur J. Culbert, Ph.D., M.S. Senior Advisor to the Missouri Foundation for Health
9:50 a.m. - 10:20 a.m.	M-1 – M-4	The National Institute for Literacy: How It Supports Health Literacy <ul style="list-style-type: none"> • Julie McKinney, Health Literacy Discussion List Moderator, World Education
10:20 a.m. - 10:35 a.m.	Atrium	Break / Exhibitors
10:35 a.m. - 11:55 a.m.	M-5	Four 80-min. Workshops Systems Issues and Health Literacy: UNC General Medicine's Experience Assessing Problems and Generating Solutions <ul style="list-style-type: none"> • Robb Malone, PharmD, CDE, CPP, Assistant Medical Director, General Internal Medicine Assistant Professor of Medicine, Assistant Clinical Professor of Pharmacy, UNC Chapel Hill School of Medicine
	M-6	Staying Healthy: A New Health Literacy Curriculum and Statewide Initiative in Florida <ul style="list-style-type: none"> • Gregory Smith, Executive Director, Florida Literacy Coalition
	M-7	Essential Questions to Improve Communication <ul style="list-style-type: none"> • Linda McCart, Chief, Policy and Research, Office of Policy Initiatives and Budget, Department of Health Services • Amy Barber, Clinic Director, Racine Community Health Center
	M-8	Improving Readability by Design <ul style="list-style-type: none"> • Doug Seubert, Quality Improvement and Care Management, Marshfield Clinic and Family Health Center of Marshfield, Inc.

11:55 p.m. - 1:00 p.m.	M-1 – M-4	Lunch / Exhibitors
1:00 p.m. - 2:20 p.m.	M-1 – M-4	Health Literacy Ambassadors Forum for Literacy Students, Part II <ul style="list-style-type: none"> • Marsha Connet, Southeast Regional Literacy Consultant, Wisconsin Literacy • Margarete Cook, Northwest Regional Literacy Consultant, Wisconsin Literacy
1:00 p.m. - 2:20 p.m.	M-5 M-6 M-7 M-8	Four 80-min. Workshops <p>The Connection Between Health Literacy and Patient Activation</p> <ul style="list-style-type: none"> • Doug Seubert, Quality Improvement and Care Management, Marshfield Clinic and Family Health Center of Marshfield, Inc. <p>Bridging Hospitals and Literacy Students</p> <ul style="list-style-type: none"> • Winston Lawrence, Ed.D., Senior Professional Development Associate, Literacy Assistance Center of New York <p>Reach Out and Read: Promoting Early Literacy Through Health Care Settings</p> <ul style="list-style-type: none"> • Dipesh Navsaria, M.P.H., MSLIS, M.D., Pediatric Resident, University of Wisconsin Hospitals & Clinics <p>Health Literacy Education for Health Care Providers: What should we be teaching and how should we be teaching it?</p> <ul style="list-style-type: none"> • Stuart Slavin, M.D., MEd, Associate Dean for Curriculum, Saint Louis University School of Medicine • Stan Hudson, Co-Presenter, Project Director, University of Missouri Center for Health Policy • Gwen Ratermann, Co-Presenter, Associate Director, University of Missouri Center for Health Policy
2:20 p.m. - 2:30 p.m.	Atrium	Break / Exhibitors
2:30 p.m. - 3:50 p.m.	M-5 M-6 M-8	Three 80-min. Workshops <p>Adapting the Ask Me 3 Program to Create Effective Health Education Materials</p> <ul style="list-style-type: none"> • Howard J. Zeitz, M.D., Associate Professor, University of Illinois College of Medicine – Rockford, Rockford Regional Partnership for Health Literacy <p>Increasing Health Literacy Among Low Level Learners</p> <ul style="list-style-type: none"> • Nora Dahl, International Learning Center • Yuliya Matyushkina, International Learning Center <p>Dyslexia, Health and Literacy: Reading Difficulties Across the Lifespan</p> <ul style="list-style-type: none"> • Julie A. Gocey, M.D., Clinical Assistant Professor of Pediatrics, UW School of Medicine and Public Health • Dan Gustafson, Ph.D., Neuropsychologist, Dean Health System • Margery Katz, M.A., J.D., Dyslexia Tutor; Librarian, Dept. of Employee Trust Funds • Ruth Munro, M.S., CCC-SLP, Speech Language Pathologist; Cardinal Stritch University

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