

Wisconsin Literacy's 2007 Health Literacy Summit Agenda for June 21, 2007

- 8:00 a.m. - 9:00 a.m. Check-in / Poster Sessions
- 9:00 a.m. - 9:30 a.m. Welcome
- State Senator Pat Kreitlow, Chippewa Falls
 - Michele Erikson, Executive Director, Wisconsin Literacy, Inc.
 - Gale Given, Great Lakes Regional President, Verizon
- 9:30 a.m. - 10:00 a.m. *Literacy and Health: The Patient's Point of View*
~Paul D. Smith, MD, Associate Professor, University of Wisconsin School of Medicine
- 10:00 a.m. - 10:30 a.m. *Keynote Address: Health Literacy Findings of the 2003 National Assessment of Adult Literacy – Advocating for Literacy*
~Marsha Tait, Senior Vice President, ProLiteracy Worldwide
- 10:30 a.m. - 11:00 a.m. Q&A Session with Both Speakers
- 11:00 a.m. - 11:15 a.m. Break
- 11:15 a.m. - 12:15 p.m. *Making your Health Materials Understandable for All*
~Paul D. Smith, M.D., Associate Professor, University of Wisconsin School of Medicine
- 11:15 a.m. - 12:15 p.m. *A Research-Based Health Literacy Curricula Discussion*
~Susan R. Levy, Ph.D., Professor Emerita Public Health and Education, University of Illinois at Chicago, and Fellow, Chicago Institute for Health Research and Policy
~Kathy Loppnow, RN, MSN, Health Occupations Education Director, Wisconsin Technical College System
~Margarete Cook, Northwest Regional Literacy Consultant, Wisconsin Literacy, Inc.
- 11:15 a.m. - 12:15 p.m. *Language, Culture and Literacy – The Joint Commission – Where We Are and Where We Are Going***
~Shelby Dunster, Director, Division of Standards and Survey Methods, The Joint Commission
- 12:15 p.m. - 1:30 p.m. Lunch
- 12:55 p.m. - 1:05 p.m. Petro Nakonechnyy, Learner/Pharmacist, Literacy Volunteers - Chippewa Valley
- 1:05 p.m. – 1:30 p.m. Practitioners' Panel
- Ask Me 3 Program
~Marsha Connet, Health Literacy Specialist, Racine Literacy Council
 - Health Literacy – The Importance of Education for Health Professionals
~Doris Doherty, BSN, RN, Patient Education Coordinator, Franciscan Skemp Healthcare - Mayo Health System

- WI Center for Health Marketing and Communications Development Project
~Larry Hanrahan, PhD, WI Public Health
- A Collaborative Approach to Primary Prevention Education
~Doug Seubert, Guideline Editor, Quality Improvement & Care Management, Marshfield Clinic
- Milwaukee Family Health and Literacy Project
~Lora Taylor de Oliveira, MBA, MPH, RD, Executive Director, Partnerships for Healthy Milwaukee

1:30 p.m. - 3:00 p.m. 4 Regional Planning Breakout Sessions

3:00 p.m. - 3:15 p.m. Break

3:15 p.m. - 3:45 p.m. Regional Facilitator Reports / Closing