Literacy skills are a stronger predictor of an individual’s health status than age, income, employment status, education level and racial or ethnic group.

50% of American adults are unable to understand and act on medical information.

Low health literacy skills increase US health care expenditures by $73 billion annually.

Low health literacy can affect anyone of any age, ethnicity, background, or education level.

Who Should Attend?
- Healthcare and human service providers, administrators and managers
- Health educators and health promotion specialists
- Researchers and policy makers
- Literacy professionals and advocates

Did You Know?

Health Literacy
The Hidden Risk Factor
Wednesday, April 2, 2008
8:30 am - 4:30 pm
Six Flags Great Escape Lodge, Lake George, NY

Conference
Health Literacy

Health Literacy
The Hidden Risk Factor
Wednesday, April 2, 2008
8:30 am - 4:30 pm
Six Flags Great Escape Lodge, Lake George, NY

Who Should Attend?
- Healthcare and human service providers, administrators and managers
- Health educators and health promotion specialists
- Researchers and policy makers
- Literacy professionals and advocates

Did You Know?

Literacy skills are a stronger predictor of an individual’s health status than age, income, employment status, education level and racial or ethnic group.

50% of American adults are unable to understand and act on medical information.

Low health literacy skills increase US health care expenditures by $73 billion annually.

Low health literacy can affect anyone of any age, ethnicity, background, or education level.
A) Creating Materials that People Will Read

Part 1 (must attend both A and D)

This 2-part workshop will focus on the principals of health literacy, social marketing, and graphic design. Participants will receive resources and gain hands-on experience in evaluating and creating easy-to-read, attractive health education materials. Bring a written piece to improve, or use provided examples.

**Wendy Ramsay, MST** is the Health Education Specialist with REACH CNY, a community agency in Syracuse, NY. Wendy facilitates training for providers on cultural competency, social marketing, health literacy, outreach skills, training skills and creating materials. She has extensive experience in developing appealing materials.

**Barry Weiss, MD** is a tenured professor in the Department of Family and Community Medicine at the University of Arizona College of Medicine. He has been involved in the fields of health literacy and patient-physician communication for much of his professional career. His writings on these topics have been published in the *New England Journal of Medicine*, the *Journal of the American Medical Association*, and include more than 130 journal articles and several book chapters.

Dr. Weiss wrote the American Medical Association’s *Health Literacy Manual for Physicians* and a chapter for the Association’s recent health literacy textbook. He has served on health literacy advisory committees for the American College of Physicians, the American Medical Association Foundation, the National Cancer Institute, the Joint Commission on the Accreditation of Healthcare Organizations, the Moffitt Cancer Center and Research Institute, and the Pfizer Health Literacy Initiative.

Dr. Weiss was a consultant to the Institute of Medicine’s Committee on Health Literacy and wrote a portion of the Institute’s health literacy report. He is also the developer of the *Newest Vital Sign* health literacy screening instrument.

Dr. Weiss is board certified in family medicine and holds a certificate of added qualification in geriatric medicine.

---

**Benita Zahn** is a co-anchor for WNYT’s *NewsChannel 13 Live at 5* in Albany, NY. She is an award winning health reporter covering issues including wellness, treatment breakthroughs, aging, nutrition and the latest health care trends. Benita also co-produces and hosts “Health Link” Tuesday nights on WMHT.

---

**Breakout Sessions and Presenters**

**A) Creating Materials that People Will Read – Part 1 (must attend both A and D)**

This 2-part workshop will focus on the principals of health literacy, social marketing, and graphic design. Participants will receive resources and gain hands-on experience in evaluating and creating easy-to-read, attractive health education materials. Bring a written piece to improve, or use provided examples.

**Wendy Ramsay, MST** is the Health Education Specialist with REACH CNY, a community agency in Syracuse, NY. Wendy facilitates training for providers on cultural competency, social marketing, health literacy, outreach skills, training skills and creating materials. She has extensive experience in developing appealing materials.

---

**B) Do Your Patients Understand You: Improving Communication with Patients**

Often the language we use as health care professionals is not easy to understand. Acquire strategies to close the gap between what we say and what our patients hear. Learn ways to assess patient comprehension, and techniques to better communicate our vital messages.

**Barry Weiss, MD,** is professor in the Department of Family and Community Medicine at University of Arizona College of Medicine. Dr. Weiss developed the *Newest Vital Sign* health literacy assessment tool, and is author of the American Medical Association’s *Health Literacy Manual for Physicians.*

---

**Why Attend?**

Chances are very high that some of your patients or clients are among the 90 million people in the US who have difficulty understanding and acting on health information.

As a result of this conference, participants will be able to:

- Define health literacy, its scope and importance;
- Describe the implications of limited health literacy for health knowledge, outcomes, and costs;
- Learn to identify limited health literacy;
- Develop strategies for making individual and system-based improvements for better communication with patients and clients.

---

**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Registration &amp; Continental Breakfast</td>
<td></td>
</tr>
<tr>
<td>9:00 – 9:30</td>
<td>Welcome &amp; Opening Remarks</td>
<td>Conference Planners &amp; Benita Zahn</td>
</tr>
<tr>
<td>9:30 – 10:30</td>
<td><strong>Keynote Presentation</strong> Barry Weiss, MD</td>
<td>“Health Literacy: The Hidden Risk Factor”</td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Coffee Break</td>
<td></td>
</tr>
<tr>
<td>10:45 – 11:45</td>
<td><strong>Keynote Presentation &amp; Q+A</strong> Barry Weiss, MD</td>
<td></td>
</tr>
<tr>
<td>11:45 – 1:00</td>
<td>Buffet Luncheon</td>
<td></td>
</tr>
<tr>
<td>1:00 – 2:30</td>
<td><strong>Breakout Session I</strong> (choose one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) “Creating Materials That People Will Read” – Part 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) “Do Your Patients Understand You: Improving Communication with Patients”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C) “Strategies to Improve Health Literacy for Diverse Populations”</td>
<td></td>
</tr>
<tr>
<td>2:30 – 2:45</td>
<td>Dessert &amp; Coffee</td>
<td></td>
</tr>
<tr>
<td>2:45 – 4:15</td>
<td><strong>Breakout Session II</strong> (choose one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D) “Creating Materials That People Will Read” – Part 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E) “Meeting Joint Commission Standards for Health Literacy”</td>
<td></td>
</tr>
<tr>
<td>4:15 – 4:30</td>
<td>Evaluation and Adjournment</td>
<td></td>
</tr>
</tbody>
</table>

---

**Why Attend?**

Chances are very high that some of your patients or clients are among the 90 million people in the US who have difficulty understanding and acting on health information.

As a result of this conference, participants will be able to:

- Define health literacy, its scope and importance;
- Describe the implications of limited health literacy for health knowledge, outcomes, and costs;
- Learn to identify limited health literacy;
- Develop strategies for making individual and system-based improvements for better communication with patients and clients.
Breakout Session I  1:00 - 2:30  (please write “1” and “2” to indicate your 1st & 2nd choice)

☐ A. “Creating Materials That People Will Read” – Part 1
☐ B. “Do Your Patients Understand You: Improving Communication with Patients”
☐ C. “Strategies to Improve Health Literacy for Diverse Populations”

Breakout Session II  2:45 - 4:15  (please write “1” and “2” to indicate your 1st & 2nd choice)

☐ D. “Creating Materials That People Will Read” – Part 2  
  (must have attended Workshop A – Part 1)
☐ E. “Meeting Joint Commission Standards for Health Literacy”

C) Strategies to Improve Health Literacy for Diverse Populations

Racial and ethnic minorities are more likely to have limited health literacy than white non-Hispanic adults. This presentation will explore the relationship between literacy, language, and culture and will provide strategies to improve care for diverse patients.

Wilma Alvarado-Little, MA, is Director for Community Outreach and Information Dissemination at the University of Albany's Center for Elimination of Minority Health Disparities. A medical interpreter and trainer with over 20 years of experience in the health care field, Ms. Alvarado-Little serves on numerous state and national boards which address multicultural issues.

D) Creating Materials That People Will Read – Part 2

Prerequisite: attendance at Breakout Session A. This workshop builds on principles introduced in Session A.

E) Meeting Joint Commission Standards for Health Literacy

Organizations that are sensitive to the needs of diverse populations deliver the highest and safest care to patients. Appropriate training can help organizations develop better approaches to communication and patient care planning and services. This presentation will explore cultural and linguistic competence and the implication for effective care, treatment, and services. Learn tools for implementing or improving systems to tackle challenging issues in a variety of health care settings.

Karen Lee, MS, is a Senior Research Associate in the Division of Standards and Survey Methods working on the Hospitals, Language, and Culture (HLC) study. Most recently, she has been managing the HLC report Providing Culturally and Linguistically Appropriate Services in Hospitals: A Guiding Framework for Understanding Promising Practices, which explores how 60 hospitals around the country are working to meet the needs of diverse populations. Karen earned her Master of Science in Public Health from Harvard University, where she focused on issues of health communication and promotion, health disparities, and health literacy.

F) Health Literacy and the Geriatric Population: What They Don’t Know Can Hurt Them

Research shows that older individuals are at risk of inadequate or marginal health literacy. This risk impacts health outcomes and the costs of caring for a large population of health care service consumers. This presentation will explore issues particular to communicating with the geriatric population, and will provide strategies for effectively educating this segment of society.

Judy Shaw, PhD, ANP-c is a provider of health care services in the Infectious Disease Section of the Samuel S. Stratton VA Medical Center in Albany, NY. Ms. Shaw has received numerous honors and awards for her nursing expertise and has researched and taught extensively on her work with HIV/AIDS and the elderly.
The Six Flags Great Escape Lodge & Indoor Waterpark is located at 89 Six Flags Drive in Queensbury, New York, directly across from The Great Escape & Splashwater Kingdom. Easily Accessible from the Adirondack Northway Interstate 87.

A limited number of rooms are available for $83. Call 518-824-6000 and mention Group Code 10480V by March 1st for reservations at this special rate.

Visit www.sixflagsgreatescapelodge.com for directions.