

Register Now!

Health Literacy 2017 Summit

August 28–29

Featuring **Two Outstanding Programs**

To be held in conjunction with the State Literacy Conference



Plain Language for Teaching and Learning

Workshop Description The workshop is designed to build the skills of health professionals and educators. Participants will learn to apply plain language principles to develop and use easy-to-read health information materials and websites for teaching and learning. Workshop presentations and activities aim to promote plain language, audience-centered materials and website development, and support health literacy teaching and learning in clinical and non-clinical settings. Participants will review plain-language writing and design principles and discuss how to apply them in teaching health in a variety of settings. Workshop activities include problem posing and large group discussion, applied small group work, and instructor and peer feedback.

Upon completing the workshop, participants will be able to

- Describe an audience-centered materials development process
- Name plain language writing and design principles
- Assess materials for reading ease and cultural appropriateness
- Describe principles of adult learning
- Consider application of adult learning principles to health
- Use assessment tools to identify areas for improvement



About the Presenter **Sabrina Kurtz-Rossi, M.ED.** is Assistant Professor of Public Health and Community Medicine at Tufts University School of Medicine where she teaches health literacy and adult learning theory of public health practice. She is nationally recognized for her health literacy workforce development trainings on such topics as enhancing patient and provider communication and developing easy-to-read print and Web-based health information resources. Ms. Kurtz-Rossi

received the *2016 Health Literacy Teaching Award* from the Association for Prevention Teaching and Research. She was recently honored by the Institute for Healthcare Advancement for her work to establish an International Health Literacy Association to support professionals working to improve health literacy all over the world.

Increasing Access to Authoritative Health Information



Workshop Description The world's largest medical library, the National Library of Medicine (NLM), develops extensive databases and resources to facilitate consumer access to authoritative health information. Databases include information describing diseases, medical conditions, medications, therapies and more. Health educators, practitioners, libraries and others are encouraged to utilize these freely available, authoritative resources when providing health information to patients and clients. The National Network of Libraries of Medicine provides education in the use of these resources and also develops funding opportunities to aid libraries, community based organizations, non-profits and other information providers in developing outreach programs targeting consumers, patients and health practitioners. This session will describe these NLM tools that may be integrated into health literacy programming and the funding opportunities that will help agencies reach the communities they serve.



About the Presenter **Lisa M. Smith**, MLS, is the Executive Director of the National Network of Libraries of Medicine, South Central Region (NNLM SCR), serving to extend the reach of the National Library of Medicine to create solutions for healthier communities. The South Central Regional Medical Library program offers resources and programming throughout Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Her extensive background in the field of health information and education includes serving as Associate Director for the University of North Texas Health Science

Center Library, and Head of Technical Services for the Baylor Health Sciences Library in Dallas, Texas. Lisa has served on several regional and national committees including Plaza Medical Center Evidence Based Practice Council, and chair of both the American Library Association's Library Leadership and Management Systems and Services Committee, and South Central Chapter of the Medical Library Association Continuing Education Committee.

2017 Health Literacy Summit partners



Health Literacy 2017 Summit

Monday, August 28

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| 8:00 AM | Registration |
| 9:00 | Welcome |
| 9:45 | <i>Plain Language for Teaching and Learning</i> |
| 11:45 | Lunch |
| 12:45 PM | <i>Plain Language for Teaching and Learning</i> [continued] |
| 4:15 | End of Day 1 |

Tuesday, August 29

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| 9:00 AM | Coffee available |
| 9:30 | <i>Plain Language for Teaching and Learning</i> Part 2: Website Development |
| 11:45 | Lunch |
| 12:45 PM | <i>Increasing Access to Authoritative Health Information</i> |
| 1:45 | End of Day 2 |

Space
is limited,
so register
today!

Where Marriott Conference Center at **National Center for Employee Development (NCED)**
2801 East State Hwy 9, Norman, Oklahoma 73071 cc.nced.com

Registration To register for the **Health Literacy 2017 Summit** please visit
www.eventbrite.com/e/literacy-oklahoma-2017-literacy-conference-tickets-35259049767

Cost \$160 for both days —or— \$80 for one day
Registration includes lunch and break refreshments.

For More
Information
(405) 522-3242

Accommodations Make your hotel **reservations by August 6** to receive the conference rate of \$91 per night. Be sure to indicate you are with the Oklahoma Literacy Coalition Conference. Call (405) 447-9000