HLiA Track (Virtual Conference Agenda)
(Monday, October 19 - Wednesday, October 21)

HLiA Agenda – Monday, October 19

10:45 am – 11:25 am (ET)  Opening - Michael Villaire, MSLM
Institute for Healthcare Advancement

Plenary: Establishing a Broad Health Literacy Collectivity

Dr. Rima E. Rudd
Harvard T.H. Chan School of Public Health

Description:
This opening talk sets the stage for one of the conference themes – that of deeper collaboration amongst us. First though, it is important to note that our efforts focused on health literacy offer opportunities to contribute to social justice. Our emphasis on dignified exchanges and reduced barriers to information, action, care, and services sounds an optimistic note during these difficult times. This collaborative conference offers an opportunity to shape strong and broad partnerships and perhaps a health literacy collectivity that eliminates some of the traditional divides amongst us -- whether it be based on our identify as researchers, practitioners, or policy makers or based on our work focus on activism, disaster mitigation, health care, environmental health, occupational health and safety, or public health. We look at some of the downfalls of segregated areas of work, move to examples of productive achievements from collaborative efforts, and note opportunities to help shape new research, further enhance practice, and support new public policies.

Learning Objectives:

- Conference participants will identify at least one action they can take to enhance the ability of policy makers and practitioners to shape research questions from their experiences and observations.
- Conference participants will identify at least one change that can further support efforts to turn research findings into practice and policy initiatives.
- Conference participants will identify at least one outreach strategy to bridge the divides amongst those focused on a variety of non-medical health literacy concerns.
- With a collectivity in mind, conference participants will submit at least 2 ideas for new conference themes and structures.
Breakout: What's Your Goal? Choose the Most Effective Numbers for What You Want to Communicate

Jessica Ancker, PhD
Weill Cornell Medical College

Brian Zikmund-Fisher, PhD
University of Michigan

Description:
When we write health materials, we choose our words to support our goal. If we want to persuade the reader to do something, we choose one type of language. If we want to provide balanced information, we might choose different language.

It turns out that we need to make similar choices when it comes to numbers. When we want to describe a risk, we can choose from among several types of numbers: a percent, a frequency, a graph, or even a phrase such as “low risk.” When we want to provide test results to a patient, we might choose a table, a number line, or a term such as “normal.” All of these options can be considered number types. The evidence shows that the number types most effective for persuasion differ from the types that promotes balanced understanding of options. And different number types might help us achieve goals of being memorable or seeming credible.

In this session, you'll learn the evidence about the types of numbers that best match your communication intent, and practice some exercises demonstrating the different effects of different number types.

Objectives:
After this session, participants will be able to:

✔ Explain why the choice of number types should be matched to communication goals

✔ List at least 3 communication goals and provide examples of number types that promote those goals

Breakout: Numeracy Best Practices: When, Why, and How to Use (or Lose) Numbers in Health Materials

Andrea Mongler
CommunicateHealth

Sandy Hilfinker
CommunicateHealth

Description:
Health information is often complicated and hard to understand, especially for people with low health literacy skills. Health materials that are full of numbers can be especially confusing. That's why many health communicators are taught to use numbers only when necessary. But what does that really mean? And is it good advice?

In this session, you'll learn what research tells us about including numbers in different types of health materials for audiences with low health literacy. You'll also hear what consumers have to say — in their own words — about numbers in health materials. And you'll get practical tips to help you decide when to include numbers, what types of numbers
to use, and when to leave them out of your materials entirely.

Objectives:

After this session, participants will be able to:

- Explain why people with low health literacy skills often have trouble understanding numbers in health materials
- Identify which types of numbers are typically easiest for people to understand
- Identify at least 3 best practices for using numbers when communicating about health
- Think critically about when — and how — to include numbers in health materials for audiences with low health literacy

1:00 pm – 1:50 pm (ET)  
Lunch

1:50 pm – 2:20 pm (ET)  
Introduction
Michael Paasche-Orlow, MD, MA, MPH  
Boston University Medical Center

Plenary: Race, the literacy gap, and the Pandemic
Ray Block, PhD

Description:
By drawing from recent research and experiences as a community-engaged pollster, this session explores some health literacy barriers among African Americans while considering potential strategies for overcoming them.

Objectives:

- Discuss racial-group differences in how the COVID-19 pandemic is experienced
- Discuss racial-group differences in how COVID-19 is understood
- Discuss racial-group differences in the intent to adhere to public health recommendations
- Describe communication strategies for overcoming racial and ethnic disparities in health communication

2:30 pm – 3:10 pm (ET)  
Breakout: Helping Older Adults Bridge the Digital Divide
Simona Valanciute, MBA  
San Diego Oasis

Description
San Diego Oasis has taken 4,000 older adults who were used to attending one of 30 physical program locations to virtual participation over a weekend. Simona will share lessons learned in the transition, continual learning and improvement, and its newest pilot project: Bridging the Digital Divide, which is deploying a full suite of tech devices and services to low income, socially isolated senior population.

Objectives:

- Gain understanding of older adult technology learning preferences and behaviors
- Learn how the Bridging the Digital Divide pilot is addressing the seniors’ needs and wants in a holistic way
Learn about the largest senior technology learning event, Oasis Get Connected: Technology Fair for the 50+

Learn about the lighthouse concept of Oasis Innovation Center, shaping the future of aging and technology

3:20 pm – 4:00 pm (ET)

Breakout: Consumer Engagement during COVID-19: Lessons Learned from a Transition to Virtual Focus Groups

B. Alison Caballero, MPH, CHES
University of Arkansas for Medical Sciences, Center for Health Literacy

Description:
Limitations for hosting in-person field testing sessions have required many to rethink how they solicit end-user feedback on health materials. With trial and error, we have successfully shifted this work to a virtual platform and are getting incredible feedback from our participants, including those with known health literacy challenges. We will highlight our journey of exploration and adaptation throughout the field testing life cycle, covering logistics, implementation, and session follow-up activities.

Objectives:

- Identify challenges and solutions for including individuals with health literacy challenges in virtual field testing sessions
- Describe the impacts of a shift to virtual field testing on resource demands, including budget and human resources

HLiA Agenda – Tuesday, October 20

10:45 am – 11:25 am (ET)

Opening - Cynthia Baur, PhD
UMD Horowitz Center for Health Literacy

Plenary: Healthy People 2030 Health Literacy Definitions: Historic and Historical.

Cindy Brach
Agency for Healthcare Research and Quality

Description:
Learn what is new, and not so new, about Healthy People 2030’s definitions of health literacy. Cindy Brach, Co-Chair of the Department of Health and Human Services’ Health Literacy Workgroup and a member of the Healthy People Health Communication and Health Information Technology Workgroup, will describe the process of developing the definitions and their implication for research and practice.

Objectives:
Attendees will learn:

- The new Healthy People 2030 definitions of health literacy
- How they build upon 20 years of health literacy scholarship
- How the definitions were developed
- How they affect researchers and practitioners
Breakout: The Double Whammy of Pandemic and Infodemic: Applying Health Literacy and Clear Communication Principles to Overcome Misinformation

Corinne Berry
CommunicateHealth

Description:
The COVID-19 pandemic has put public health front and center in 2020 — and people's ability to access, understand, and use health information to reduce health risks is now more important than ever. But along with the pandemic, we're facing an “infodemic,” which may be doing more damage than we realize. With all the false, inaccurate, and misleading health information that's out there, what — and who — can you trust? And how can we overcome information fatigue?

In this session, you'll learn about the psychology behind misinformation, why it tends to stick, and how people with limited health literacy skills can be particularly vulnerable. You'll also learn about strategies to cut through the cluttered information environment by applying health literacy, clear communication, and behavior change principles.

Objectives:
After this session, participants will be able to:

- Define the characteristics of misinformation and disinformation
- Explain how people — particularly those with low health literacy skills — make sense of health information and why they may be more likely to believe misinformation
- Identify at least 3 principles that may support health literacy or behavior change
- Think critically about communication strategies for overcoming health misinformation

Lunch

Introduction - Cynthia Baur, PhD
UMD Horowitz Center for Health Literacy

Plenary: Reaching the Hispanic Community in Times of Crisis – Lessons from Por Nuestra Salud y Bienestar

Anna Maria Izquierdo-Porrera MD PhD
Care for Your Health, Inc

Gianina Hasbun
Latino Health Initiative, Montgomery County DHHS

Nora Morales
Identity, Inc

Description:
In this session, we will draw from our experiences and discuss the key elements for effectively engaging Hispanic communities to access services and care for their health. Por Nuestra Salud y Bienestar (For Our Health and Wellbeing) is a private-public partnership established
Our Health and Wellbeing is a private-public partnership established in Montgomery County, Maryland to tackle the health disparities suffered by Latinos during the COVID-19 pandemic. A crucial element of this project has been the communication efforts specifically designed to reach underserved communities.

Objectives:

- Describe the importance of going beyond linguistic competence
- Identify trust brokers in the community you are serving
- Describe the process for designing an effective communication campaign to reach your community

2:30 pm – 3:10 pm (ET)

Breakout: The MRCT Center Health Literacy in Clinical Research Website: Supporting Clear Communications Throughout the Clinical Research Life Cycle

Sylvia Baedorf Kassis, MPH, CYT
MRCT Center of Brigham and Women’s Hospital and Harvard

Description:

In this session the presenter will provide an overview of the MRCT Center’s multi-stakeholder initiative to develop and launch a Health Literacy in Clinical Research website for the clinical research community to use when creating participant-facing materials. The website itself will be showcased through a discussion of the principles of health literacy in clinical research, a review of available resources, and a presentation of case studies. Current and future efforts to support the application of health literacy through a collaboratively developed plain language research glossary as well as other resources will also be reviewed.

Objectives:

At the end of the session, attendees will be able to:

- Describe the application of health literacy principles throughout the clinical research life cycle.
- Access and use resources on the MRCT Center’s Health Literacy in Clinical Research website to develop participant-facing materials and processes that support participant understanding.
- Share best practices with their colleagues and team members to promote greater integration of health literacy best practices into their clinical research processes.

3:20 pm – 4:00 pm (ET)

Breakout: National Council to Improve Patient Safety Through Health Literacy

Karen Komondor, BSN, RN, CCRN
Health Literacy Institute
St. Vincent Charity Medical Center

Description:

We will describe the process by which a team of health literacy champions collaborated to develop proposals to The Joint Commission to:

1. Elevate health literacy to a National Patient Safety Goal, and
2. Certify organizations as Health Literate Healthcare Organizations
   once they meet pre-determined criteria

Objectives

- Discuss strategies to ensure successful collaborations.
- Outline three health literacy interventions organizations can implement to improve patient safety.
- Identify resources available to start your own health literacy organizational assessment.

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<tr>
<th>HLIa Agenda – Wednesday, October 21</th>
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<tbody>
<tr>
<td><strong>10:45 am – 11:25 am (ET)</strong></td>
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<tr>
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<td>Institute for Healthcare Advancement</td>
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<td><strong>Plenary: Disseminating Culturally Relevant Social Media Messages</strong></td>
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<tr>
<td>Sloane Bickerstaff, MPH</td>
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<td>Center for Disease Control and Prevention</td>
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<td><strong>Description:</strong></td>
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<td>This session will focus on how to use research to create and disseminate culturally relevant social media messages</td>
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<td><strong>Objectives:</strong></td>
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<td>- Developing an understanding of the interface between individuals’ ethnic and racial experiences and their health beliefs.</td>
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<td>- Gain awareness of the racial and cultural socialization of individuals in communities of color, as it may assist in finding culturally congruent ways to connect on social media and build trust.</td>
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<td>- How to use research to create messages and locate your social media audience.</td>
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| **11:30 am – 1:00 pm (ET)**          |
| **Creating a Foundation for Interprofessional, Health Literacy Education** for Health, Social Work, and Legal Professionals |
| **Moderator:** Cynthia Baur, PhD    |
| UMD Horowitz Center for Health Literacy |
| **Panelists:**                      |
| Heather Congdon, PharmD             |
| UMB School of Pharmacy              |
| Alice Horowitz, PhD                 |
| UMD Horowitz Center for Health Literacy |
| Lauren Wheeler, MLIS                |
| UMB Health and Human Services Library |
| Dominique Gelmann, MDc              |
| UMD School of Medicine              |
| Sonia Galvan, MS, RN, CNE           |
| Harford Community College           |
| Elsie Stines DNP CRNP               |
Elsie Stines, DNP, CRNP
University of Maryland, Baltimore Office of the President

Description:
Educating health professionals to recognize health literacy challenges and communicate clearly with all patients has been a national goal for almost two decades. Since the Healthy People 2010 health communication objectives made health literacy education a priority, issues of interprofessionalism, team-based care, and patients’ social determinants have also become relevant topics for health professional education. This panel describes an interprofessional collaboration among faculty and students from schools of medicine, dentistry, nursing, pharmacy, social work, law, public health, and library sciences to identify effective ways to provide and evaluate health literacy education. Panelists will describe the challenges in identifying evidence-based practices, evaluation methods, and differences in professional competencies and curricula and offer examples of how interprofessional health literacy education might work.

Objectives:
After this session, participants will be able to:
- Define an interprofessional approach to health literacy education
- List at least 2 challenges to an interprofessional approach to health literacy
- Describe at least 2 examples of how health literacy can be taught and practiced in an interprofessional manner

1:00 pm – 1:30 pm (ET)

Closing
Cynthia Baur, PhD
UMD Horowitz Center for Health Literacy

Michael Villaire, MSLM
Institute for Healthcare Advancement

Michael Paasche-Orlow MD, MA, MPH
Boston University Medical Center
HARC Track (Virtual Conference Agenda)
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Breakout Session A

Workshop: Public health literacy: what does it mean and how can we measure it?

Gillian Rowlands
Newcastle University

Diane Levin-Zamir
University of Haifa, Israel

Description:

Public health literacy widens the health literacy focus from skills to promote individual health, to skills to promote public health. Often what is good for individual health is also good for public health, but at times these two aspects of health literacy may be in conflict. This workshop will use presentations and plenary group work to better understand the concept of public health literacy and its constituent components: conceptual foundations, critical skills, and civic orientation. We will use the exemplar of actions required from individuals to reduce the community transmission of the SARS-CoV-2 virus, which causes Covid-19. Specifically, we will identify areas where individual health literacy and public health literacy are concordant, and areas where there is dissonance.

We will then break out into small groups, one for each of the three constituent components of public health literacy, and start to explore potential items to measure in each area. We will then reconvene in plenary to hear the outcomes of each group.

Oral Abstract Session I

Moderator

Nancy Morris

Implementing a Low Literacy, Multimedia Health Information Technology Intervention to Enhance Patient-Centered Cancer Care in Safety Net Settings

Elizabeth A. Hahn
Northwestern University Feinberg School of Medicine

Does Health Literacy Influence Advance Care Directives of Cancer Patients?

Katherine Waite
Boston Medical Center

Deaf Community’s Experience of COVID-19

Daphine Postl
Rochester Institute of Technology

Limited Health Literacy in Midlife and its Associations with Risks for Later Cognitive Decline

Lauren A. Opsasnick
Northwestern University
Special Interest Group:
IHLA Child and Family Health Literacy SIG: Responding to Coronavirus-Related Health Literacy Needs in Children and Families

Sasha Fleary  
CUNY Graduate School of Public Health and Health Policy

Andrea Morrison  
Medical College of Wisconsin

Description:
Caring for children's health is complex and requires specific health literacy skills. The International Health Literacy Association (IHLA) Child and Family Health Literacy Special Interest Group's mission is to advance health literacy-related research, practice-/organizational-level change, education, and policy/advocacy to improve the health and well-being of children and adolescents. The group will focus on discussions and initiatives around evidenced-based solutions in pediatric health literacy research, education, and practice-/organizational-level change. This SIG aims to improve the health and well-being of children and adolescents by: (1) promoting the consideration of health literacy in research involving children, adolescents, and families; (2) creating networking opportunities to encourage high quality collaborative research; and, (3) advancing and disseminating knowledge to academic and non-academic stakeholders.

1:00 pm – 1:50 pm (ET)

Lunch

Special Interest Group:
Advocating for Policy: How to Champion Health Literacy?

Teresa Wagner  
University of North Texas Health Science Center

Elena Carbone  
University of Massachusetts, Amherst

Chris Trudeau  
University of Arkansas, Little Rock, Bowen School of Law

Joy Deupree  
University of South Carolina, College of Nursing

Orkan Okan  
Bielefeld University

Description:
This session will: 1) examine existing health literacy policies across the localities, states or countries assimilating common attributes vs. outlying tenets and 2) compare/contrast these policies with the World Health Organization Health Literacy recommendations. Special Interest Group members will collaborate to identify existing policies and connect with IHA or IHLA members within the locality, state or country where the policy exists to potentially contribute to the discussion. Those sharing will discuss how the policy was championed.
and its impact on health literacy practices within that area. This panel will empower attendees with tools for championing health literacy policy while cataloguing existing health literacy policy for reference.

1:50 pm – 2:20 pm (ET)

**Introduction**

*Michael Paasche-Orlow, MD, MA, MPH*

Boston University Medical Center

**Plenary: Race, the literacy gap, and the Pandemic**

*Ray Block, PhD*

**Description:**

By drawing from recent research and experiences as a community-engaged pollster, this session explores some health literacy barriers among African Americans while considering potential strategies for overcoming them.

**Objectives:**

- Discuss racial-group differences in how the COVID-19 pandemic is experienced
- Discuss racial-group differences in how COVID-19 is understood
- Discuss racial-group differences in the intent to adhere to public health recommendations
- Describe communication strategies for overcoming racial and ethnic disparities in health communication

2:30 pm – 4:00 pm (ET)

**Breakout Session B**

**Panel: Digital Health Literacy and US College Students in the Time of COVID-19**

*Tetine Sentell*

University of Hawai‘i at Mānoa

**Phillip Massey**

Drexel University Dornsife School of Public Health

**Jennifer Manganello**

University at Albany School of Public Health

**Kevin Dadaczynski**

Fulda University of Applied Sciences

**Description:**

The health literacy of college and university students has become a topic of increasing relevance during the COVID-19 pandemic. College students have extensive social/social media networks, often live and interact in close quarters, travel from home to school within and across states, and tend to use digital sources to find information. Health-related decisions and behaviors of these students will impact COVID-19 infection rates, health outcomes, and the economic welfare not just of campuses, but also of surrounding communities and local economies. A better understanding of health literacy and digital health literacy for this population is critical to building useful programs, developing policies, and disseminating relevant health information across colleges, universities, health systems, and public health departments. In this panel, we will discuss current research on the health literacy and digital health literacy of college and university students.
2:30 pm – 4:00 pm (ET)

**Oral Abstract Session II**

**Moderator**

Joy Deupree

**Is it language or health literacy? Unpacking barriers to refugee health**

Iris Feinberg
Georgia State University

**Health Literacy in Context: Patients Perceptions about what Health Literacy Skills they Perceive as Important when Navigating through the Healthcare System, and in Managing their Health**

Venkata Ratnadeep Suri
Indraprastha Institute of Information Technology

**Health Literacy and Intercultural Competence Training among Second Year Nursing Students**

Michelle M. Ogrodnick
Georgia State University

**Organizational assessment of health literacy of an academic medical center**

Gyusik Park
University of Alabama School of Medicine

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**HARC Agenda – Tuesday, October 20**

10:45 am – 11:25 am (ET)

**Opening - Cynthia Baur, PhD**
UMD Horowitz Center for Health Literacy

**Plenary: Healthy People 2030 Health Literacy Definitions: Historic and Historical.**

Cindy Brach
Agency for Healthcare Research and Quality

**Description:**
Learn what is new, and not so new, about Healthy People 2030’s definitions of health literacy. Cindy Brach, Co-Chair of the Department of Health and Human Services’ Health Literacy Workgroup and a member of the Healthy People Health Communication and Health Information Technology Workgroup, will describe the process of developing the definitions and their implication for research and practice.

**Objectives:**
Attendees will learn:

- The new Healthy People 2030 definitions of health literacy
Breakout Session C

Workshop: Is Your WebLitLegit? Helping Teens Discern Health Information Truth from Trash on the Internet

Teresa Wagner
University of North Texas Health Science Center

Carol Howe
Texas Christian University

Tracy Adame
Medical City Dallas

Description:
The WebLitLegit workshop will be conducted using a train-the-trainer model previously used with schools, libraries, museums, and other community partners serving teen audiences. WebLitLegit workshop participants will be shown the engaging YouTube video and short didactic PowerPoint with demonstration of knowledge and skills needed to locate and appraise online health information. The majority of the WebLitLegit workshop will be dedicated to practice and direct feedback, attendees will practice coaching skills and how to complete a teach-back demonstration with a teen locating and appraising a health website. The presenters will educate attendees on creative perspectives to teaching teens (and other age groups) the difference between commercial health information sites (WebMD) and evidence-based resources (MedlinePlus).

Oral Abstract Session III

Moderator
Stacy Bailey

The use of a multi-component app-based intervention to build health literacy skills: An Australian feasibility study*

Jennifer Isautier
University of Sydney

*A session will be pre-recorded. All CEUs are available for this recording except CMEs.

A Health Literate Approach to Create a Virtual Sickle Cell Trait Education Program

Mary A. Abrams
The Ohio State University College of Medicine

How can technology facilitate sexual and reproductive health literacy among students within the college clinic setting?

Cheryl A. Vamos
University of South Florida
Digital storytelling as a health literate tool to motivate and educate diverse kidney patients about living donor kidney transplant

Emily H. Wood
UCLA David Geffen School of Medicine

1:00 pm – 1:50 pm (ET)

Lunch

Special Interest Group:
Measuring Environmental Health Literacy

Marti Lindsay
University of Arizona

Ben Richmond
University of Arizona

Kathleen Gray
University of North Carolina

Anna Hoover
University of Kentucky

Victoria Triana
UNC institute for the Environment

Description:

Environmental health literacy (EHL) is an emerging framework that defines the knowledge and skills that prepare people to make environmentally healthy and protective decisions for themselves, their families and their communities, using available environmental data. Working knowledge of environmental health sciences is critical for people to be able to generalize from one environmental exposure to others. The ability to accurately interpret science-related knowledge is an important dimension of EHL and should inform an individual's ability to locate and use new information to understand the impact of additional exposures. Measurement of EHL may also include assessment of self-efficacy for health-protective behaviors, especially where behavior change is an identified outcome.

1:00 pm – 1:50 pm (ET)

Lunch

Special Interest Group:
Nursing: Research, Practice and Interprofessional Partnerships for Promoting Health Literacy

Joy Deupree
University of South Carolina College of Nursing

Cathy Meade
H. Lee Moffitt Cancer Center and Research Institute

Lakeshia Cousin
Moffitt Cancer Center

Description:

Nurses are at the forefront of health care worldwide and are increasingly vital to integrating health literacy into practice, research and education. The integration of health literacy improves care at the bedside, in the community and through interprofessional...
Partnerships in the community and through interprofessional partnerships using translational research. This Special Interest Group (SIG) highlights the importance of training programs and initiatives at the local, state and national level to bolster nurses’ knowledge and skills in health literacy, emphasizing the importance of nurse-led translational research to improve practice and health outcomes and also advocate for community-engaged activities that strengthen consumer understanding about health promotion practices across the learning continuum. Patient engagement, empowerment, and optimal health outcomes will not be achieved unless health literacy is applied universally to each patient in every health care encounter. Providing culturally-competent nursing techniques, including the use of universal health literacy toolkits in health care, can significantly influence how patients perceive and understand health information. Further, this SIG also is intended to generate ideas and discussion from participants about how nurses and other health researchers can be champions for driving health literacy initiatives towards health equity.

1:00 pm – 1:50 pm (ET)
Lunch

Special Interest Group: Building a Culture of Health Literacy During COVID-19

Iris Feinberg  
Georgia State University

Michelle Hutchinson  
Centers for Disease Control & Prevention

Rene Esler  
JSI Research & Training institute, INC

Brandi Hackett  
Family Private Care

Mary Helen O’Connor  
Georgia State University

Description:
Low health literacy can affect everyone and techniques used to improve the content and delivery of health communication should be universal. Individual health literacy is also contextual and situational – many of us, even highly-skilled readers, are struggling with the barrage of information, misinformation, and conflicting information about COVID-19. Generally, however, low health literacy is highly correlated with lower levels of educational attainment, being a minority, limited English proficiency, having low reading skills and other measures of lower socio-economic status. Research tells us that individuals with lower health literacy also tend to have lower digital skills and less access to the internet, which is incredibly problematic when so much COVID-19 information is disseminated online. Individuals who tend to have low health literacy are struggling with caring for themselves and their families during this crisis because they cannot access, understand, or use COVID-19 health information.

1:50 pm – 2:20 pm (ET)
Introduction  -  Cynthia Baur, PhD
UMD Horowitz Center for Health Literacy
Plenary: Reaching the Hispanic Community in Times of Crisis – Lessons from Por Nuestra Salud y Bienestar

Anna Maria Izquierdo-Porrera MD PhD
Care for Your Health, Inc

Gianina Hasbun
Latino Health Initiative, Montgomery County DHHS

Nora Morales
Identity, Inc

Description:
In this session, we will draw from our experiences and discuss the key elements for effectively engaging Hispanic communities to access services and care for their health. Por Nuestra Salud y Bienestar (For Our Health and Wellbeing) is a private-public partnership established in Montgomery County, Maryland to tackle the health disparities suffered by Latinos during the COVID-19 pandemic. A crucial element of this project has been the communication efforts specifically designed to reach underserved communities.

Objectives:
- ✔ Describe the importance of going beyond linguistic competence
- ✔ Identify trust brokers in the community you are serving
- ✔ Describe the process for designing an effective communication campaign to reach your community

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Breakout Session D

Workshop: Optimizing Medication Information

Annlouise Assaf
Pfizer / Brown University

Candida Halton
Studio Health

Michael Wolf
Northwestern University

Stacy C. Bailey
Northwestern University

Asia Lem
Pfizer

Description:
The quality of health information can affect patient understanding and activation which, in turn, can greatly affect trial recruitment and participation as well as the safe and appropriate use of treatments. There is increasing interest throughout the healthcare industry in optimizing and evaluating information by leveraging both existing internal and external methods and expertise. Industry trends and focus on patient centricity have led to an increase in the development of patient-facing content for general use and regulatory submission.

In this workshop you will learn how to develop a consistent approach to optimizing medication information that objectively assesses these documents following evidence-based health literacy best practices. You will be walked through these recommendations in a step-by-step process.
will be walked through these recommendations in a step by step process with an industry use case. In addition, you will learn how to optimize information about medication and treatment to improve understandability and actionability while supporting adherence to company guidance on best practices involving patients, healthcare providers and subject matter experts.

2:30 pm – 4:00 pm (ET)

**Oral Abstract Session IV**

**Moderator**

Tetine Sentell

**Deaf Community’s Access to Internet and eHealth Literacy**

Surya Sahetapy
Rochester Institute of Technology

**Double Disparity in Deaf and Hard of Hearing College Students’ Health Literacy**

Ashley Mussallem
Rochester Institute of Technology

**Parent Health Literacy and Environmental Health-related Perceptions of Risk and Motivation to take Action**

Alexander F. Glick
NYU School of Medicine

**Improving Awareness of Emotional Wellness Among Rural Arkansans: Development and Implementation of a Health Literacy Based Intervention**

Jennifer M. Gan
University of Arkansas for Medical Sciences

Tiffany Haynes
University of Arkansas for Medical Sciences

Alison Caballero
University of Arkansas for Medical Sciences

4:00 pm (ET)

Adjourn

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**HARC Agenda – Wednesday, October 21**

10:45 am – 11:25 am (ET)

**Opening - Michael Villaire, MSLM**
Institute for Healthcare Advancement

**Plenary: Disseminating Culturally Relevant Social Media Messages**

Sloane Bickerstaff, MPH
Centers for Disease Control and Prevention

**Description:**
This session will focus on how to use research to create and disseminate
Objectives:

- Developing an understanding of the interface between individuals' ethnic and racial experiences and their health beliefs.
- Gain awareness of the racial and cultural socialization of individuals in communities of color, as it may assist in finding culturally congruent ways to connect on social media and build trust.
- How to use research to create messages and locate your social media audience.

11:30 am – 1:00 pm (ET)

Breakout Session E
Panel: The COVID-HL Consortium: Overview and Results Around Digital Health Literacy in University Students from an International Network of Partners from 44 Countries

Orkan Okan
Bielefeld University

Angela Y.M Leung
The Hong Kong Polytechnic University

Rafaela Rosário
University of Minho

Linh Hoang Thuy Nguyen
Hue University of Medicine and Pharmacy

Description:
The COVID-HL Consortium, an international network of partners from 44 different countries seeking to understand digital health literacy in relation to COVID-19 at a global level, was formed in March 2020. The focal population in the first waves of surveys is university students. Using shared data collection instruments, members of the COVID-HL Consortium have collected data from over 40,000 university students.

In this panel, the COVID-HL Consortium co-leader/founder, will give an overview of the Consortium, information about the harmonized data elements, and preliminary results from the large sample. Distinguished panelists from three diverse settings (China/Philippines/Malaysia/Singapore, Portugal, and Vietnam) who are participating in the Consortium will then present findings from three specific study sites and efforts. This will be followed by an overview of next steps for this effort and discussion/Q&A with audience members.

11:30 am – 1:00 pm (ET)

Oral Abstract Session V

Moderator

Lakeshia Cousin

Validation of Three Question Health Literacy Screener in Determining Health Literacy as Compared to Existing STOFHLA

Katherine R. Burkhart
Wichita State University

Development of A skills-based Measure of Health Literacy Regarding on Diabetes and Its Impact on Patients' Glycemic Control
Xinying Sun  
Peking University

Evaluating the Validity of a Computational Linguistics-Derived Automated Health Literacy Measure Across Race/ Ethnicity

Dean Schillinger  
University of California San Francisco

Concurrent validity of Pictorial Fit-Frail Scale (PFFS) in Older Adults Male Veterans with varying levels of Health Literacy

Lubna Nasr  
University of Miami

1:00 pm – 1:30 pm (ET)  

Closing

Cynthia Baur, PhD  
UMD Horowitz Center for Health Literacy

Michael Villaire, MSLM  
Institute for Healthcare Advancement

Michael Paasche-Orlow MD, MA, MPH  
Boston University Medical Center