



HEALTH LITERACY



New Jersey Health Literacy Summit

April 3, 2009

Enterprise Center
Burlington County College
Mount Laurel, NJ

SPONSORS & RESOURCES

New Jersey's first Health Literacy Summit was coordinated by Literacy Volunteers of New Jersey with major support from:

The Walmart Foundation

Additional support from:

Horizon NJ Health

MetLife Bank

New Jersey Health Initiatives of Robert Wood Johnson Foundation

New Jersey Library Association

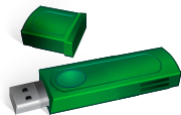
Rutgers, the State University of New Jersey

School of Public Health—University of Medicine and Dentistry

Wakefern Food Corporation

World Education

Thank you!



Ready to learn more?

Explore these resources on your flash drive:

Health Literacy Reports,
Material Collections,
Videos,
and Style Guides.

Visit www.lvnj.org to learn more about adult literacy in NJ and find links to a Literacy Volunteers program in your community.

WELCOME



April 3, 2009

Dear Colleagues:

Welcome to the New Jersey Health Literacy Summit sponsored by Literacy Volunteers of New Jersey. Our organization is committed to raising awareness of the critical role that literacy can play in improving health outcomes and reducing health disparities. Health literacy leads to informed choices, reduced health risks, better navigation of the health care system, and increased quality of life. Together we can craft lasting solutions that will positively impact the health and well being of low literate individuals and their families.

You are among a vital group of practitioners and stakeholders who are addressing health literacy issues in communities throughout our state. The Summit will introduce you to several highly successful health literacy initiatives. We hope that you receive stimulating ideas and new strategies for increasing the health literacy of patients, students and the health care system. We thank you for your participation and encourage your collaboration as we work towards our common goal of building health literacy skills in New Jersey.

Enjoy the Summit!

Sincerely,



Elissa Director
Executive Director

SUMMIT AT A GLANCE

Time	Session	Room
8:00 am	Registration	Lobby
8:00 am	Breakfast	Mt. Laurel Rooms A+B
9:00 am	Welcome	Auditorium
9:45 am	Keynote	Auditorium
10:30 am	Break	Lobby/Breakout Areas
10:45 am	Panel	Auditorium
12:20 pm	Q&A	Auditorium
12:45 pm	Lunch	Mt. Laurel Rooms A+B
1:30 pm	Next Steps for Health Literacy in NJ	Mt. Laurel Rooms A+B
2:00 pm	Regional Breakout Sessions	
	Northern Region (RED)	Pemberton A
	Central Region (BLUE)	Pemberton B
	Southern Region (GREEN)	Auditorium
	Statewide (YELLOW)	Willingboro (second floor)
3:20 pm	Reconvene to report on regional meetings and discuss next steps	Auditorium
4:00 pm	Farewell and Evaluations	Auditorium

AGENDA

8:00 – 9:00 a.m. – Registration and Continental Breakfast

9:00 a.m. – Welcome!

Elissa Director, Executive Director, Literacy Volunteers of New Jersey

9:45 a.m. – Keynote Address

Andrew Pleasant, Ph.D., Rutgers University Department of Human Ecology
"Advancing health literacy: An opportunity to transform health and health care in NJ"

10:30 a.m. – Mid-morning refreshments and break

10:45 a.m. – Panel: 20 minutes each

Winston Lawrence, Senior Professional Development Associate
Literacy Assistance Center of New York
"Putting health literacy projects in place with the health care sector"

Lisa Bernstein, Executive Director, What to Expect Foundation
"Baby Basics: A collaborative health literacy program that works"

Arthur Culbert, Senior Advisor to the Missouri Foundation for Health
Interim Executive Director, Health Literacy Missouri
"Health literacy Missouri: Capacity building in the 'Show-Me' State"

Michele Erikson, Executive Director, Wisconsin Literacy, Inc.
"Lessons in creating a state-wide health literacy coalition"

12:20 p.m. – Q and A for the morning speakers

12:45 p.m. – Lunch

1:30 p.m. – "Next steps for health literacy in New Jersey"
Dr. Philip Bonaparte, Vice President, Clinical Affairs, Horizon Blue Cross Blue Shield of New Jersey; Chief Medical Officer, Horizon NJ Health

2:00 p.m. – Regional breakout sessions

3:20 p.m. – Reconvene to report on regional meetings and discuss next steps
Moderators: Elissa Director & Andrew Pleasant

4:00 p.m. – Farewell and final evaluation

PRESENTER BIOGRAPHIES

Lisa Bernstein is the Executive Director of The What to Expect Foundation, a non-profit organization that takes its name from the nation's 28 million copy bestselling *What To Expect* pregnancy and parenting series. The What to Expect Foundation's mission is to help families in-need expect healthier pregnancies, safer deliveries and happier babies. First, they created *Baby Basics: Your Month by Month Guide to a Healthy Pregnancy*, a comprehensive, evidence based, lower literacy pregnancy guide that addresses the specific cultural, social and economic needs of underserved families. The book is available in English, Spanish and Chinese, with other materials available in 12 languages including Portuguese and Punjabi. The book has been provided to half a million women nationwide. The Foundation is now hard at work on *Families First Year Basics*. The book and program will address parents' and baby's needs during that crucial first year of life.

The Baby Basics Prenatal Health Literacy Program brings providers, educators and parents together to create a coordinated health literacy program that has been widely lauded and replicated in hospitals, home visiting programs, prisons, high schools and libraries. City-wide collaboratives are being built in Houston, Los Angeles, Cleveland, and Palm Beach, Florida. Three New Jersey Perinatal Consortiums are creating a pilot NJ Baby Basics Initiative this year.

Philip M. Bonaparte, M.D. is Vice President, Clinical Affairs of Horizon Blue Cross Blue Shield of New Jersey and Chief Medical Officer of Horizon NJ Health, New Jersey's largest managed health care company serving the publicly insured. Dr. Bonaparte is responsible for Horizon NJ Health's medical management and clinical programs. He has additional utilization management and medical policy responsibilities for Horizon Blue Cross Blue Shield of New Jersey, including championing clinical external relationships.

An advocate for the underserved population, Dr. Bonaparte seeks solutions for expanding access and enhancing the quality of health care for the publicly insured. Acknowledged for his insight and understanding of healthcare issues, Dr. Bonaparte is a sought after spokesperson for media opportunities as well as state and national conferences.

Dr. Bonaparte volunteers his services as a physician and conducts medical missions to care for children and adults in clinics and remote mountain villages, including missions to Haiti, Jamaica and Grenada. He has received numerous awards for his humanitarian service.

Arthur Culbert, Ph.D. serves as the Executive Director and Senior Advisor to the Missouri Foundation for Health www.mfh.org. In this capacity, Dr. Culbert oversees the development of a Missouri state-wide health literacy enhancement center. Prior to this, Dr. Culbert spent 31 years as a faculty member and dean at Boston University. During this time he served as the Associate Dean for Student Affairs and Educational Programs at the School of Medicine as well as the Associate Dean for Admissions in the School of Public Health. He was an Associate Professor, Department of Social & Behavioral

PRESENTER BIOGRAPHIES

Sciences at the Boston University School of Public Health. He also served as Associate Chairman, Department of Socio-Medical Sciences and Community Medicine, Boston University School of Medicine.

Dr. Culbert has over 25 years of teaching experience in the fields of public health, medical sociology, and medical education. Throughout his career he has been a pioneer, an innovator, and a leader in the fields of public health and medical education.

Michele Erikson has been involved with adult literacy for the past 23 years from volunteer tutor, board member and president of Stateline Literacy Council (Beloit, WI) to Workforce Development Director, ESL Instructor (English as a Second Language) and Executive Director. In 2005, she began working for Wisconsin Literacy, Inc. as the Executive Director and is supporting, developing and advocating for literacy organizations statewide. She currently serves on the Advisory Council to the Bureau of Migrant, Refugee and Labor Services that is part of Wisconsin's Department of Workforce Development. Ms. Erikson has extensive experience in leading community-based organizations through significant growth.

Dr. Winston Lawrence is a Senior Professional Development Associate with the Literacy Assistance Center (LAC) in New York City. Previously, he taught with the Department of Education, CUNY and in community based organizations. He is responsible for implementing the LAC's Health Literacy Initiative which involves providing professional development to ABE/GED/ESOL teachers, instructors, and counselors around a skills-based approach to the teaching of health literacy. He is also responsible for developing joint partnerships between literacy agencies and health care providers.

Dr. Lawrence also worked in Guyana as a professor of Sociology and Adult Education at the University of Guyana. Combining his teaching role with a community education organizing role, he worked with several health related agencies and programs such as Ministry of Health, School of Nursing, and community based health training programs.

Andrew Pleasant, Ph.D., grew up working on his parents' small-town weekly newspapers and now conducts practice and research in the areas of health literacy; science, health, risk and environmental communication; and social marketing. He has led and participated in numerous training sessions in the United States and internationally. He is currently Assistant Professor at Rutgers University in the Department of Human Ecology and the Extension Department of Family and Community Health Sciences. He is co-author of one of the first books on health literacy, **Advancing Health Literacy: A Framework for Understanding and Action** as well as several peer-reviewed journal articles. Andrew received his Ph.D. from Cornell University, a M.A. from Brown University, and a BA from Arizona State University.

REGIONAL BREAKOUT SESSIONS

1. Currently, how does your organization address health literacy?

2. What else would you like to be doing?

3. What barriers prevent you from offering those services?

REGIONAL BREAKOUT SESSIONS

4 . How could a statewide health literacy coalition help you reach those goals?

5. What could you see your organization doing to support a statewide health literacy coalition in New Jersey?

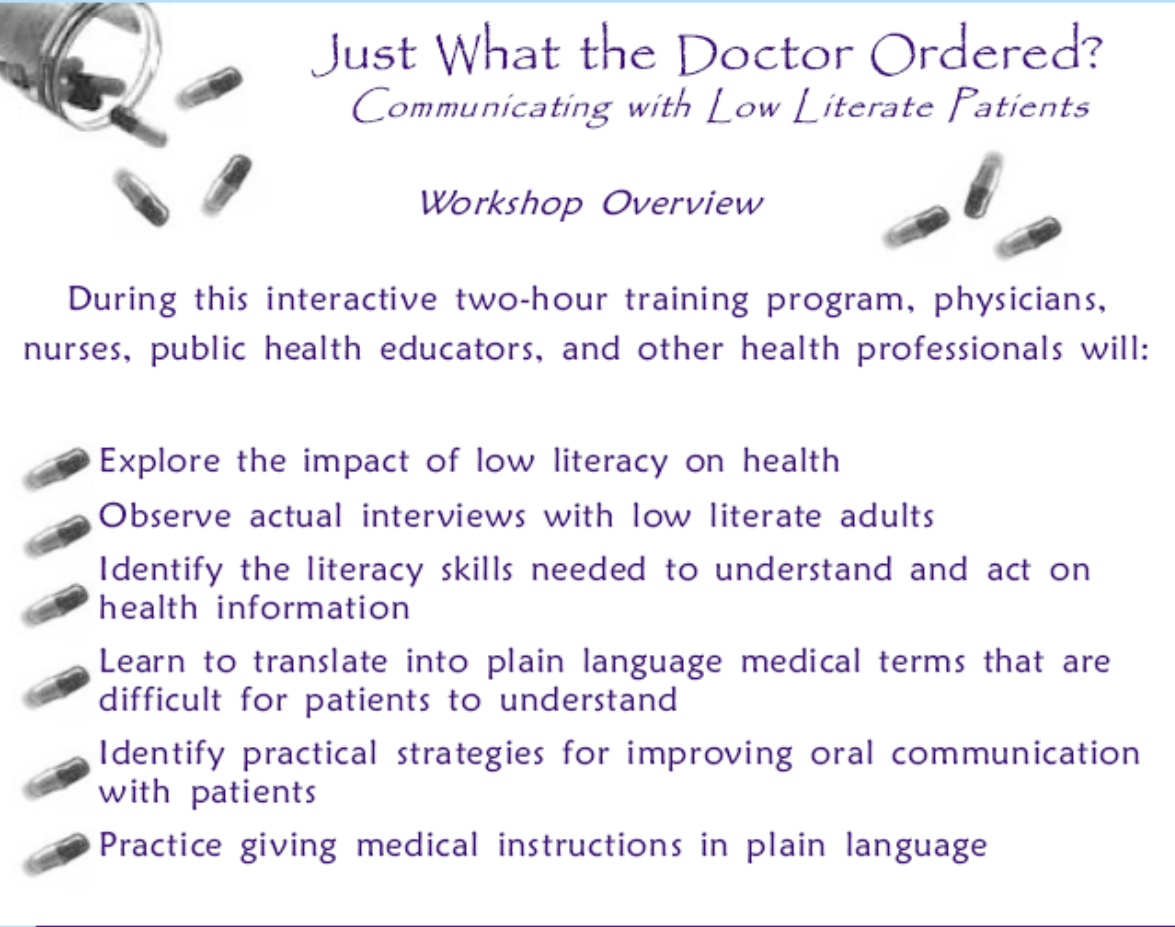
NOTES

JUST WHAT THE DOCTOR ORDERED? Health Literacy Training Offered by Literacy Volunteers of New Jersey

You know your message is important. But do you know whether your patients understand what you are telling them?

Unclear verbal communication is a serious concern when working with patients with low literacy skills or limited English. Numerous studies have shown that individuals with low literacy skills are less healthy and less able to follow the instructions given to them by physicians and other health care professionals.

Health care providers and public health educators from around the state attend our health literacy workshops to gain a better understanding of health literacy and identify strategies for improving communication with low literate patients.



The graphic is a white rectangular box with a light blue border on the top and left, and a dark purple border on the bottom and right. On the left side, there is an illustration of a glass pill bottle tipped over, with several capsules spilling out. On the right side, there is another illustration of three capsules. The text is centered and uses a mix of purple and black colors. The title is in a large, purple, serif font. The subtitle is in a smaller, purple, cursive font. The main heading is in a purple, serif font. The introductory text is in a purple, serif font. The list of activities is in a purple, serif font, with each item preceded by a small capsule icon.

Just What the Doctor Ordered?
Communicating with Low Literate Patients

Workshop Overview

During this interactive two-hour training program, physicians, nurses, public health educators, and other health professionals will:

- Explore the impact of low literacy on health
- Observe actual interviews with low literate adults
- Identify the literacy skills needed to understand and act on health information
- Learn to translate into plain language medical terms that are difficult for patients to understand
- Identify practical strategies for improving oral communication with patients
- Practice giving medical instructions in plain language

Just What the Doctor Ordered? Is offered in either a 1 or 2 hour format. If you would like additional information or to arrange a health literacy workshop at your facility, please contact Literacy Volunteers of New Jersey at (908) 203-4582 or send an email to director@lvnj.org.

CONFERENCE CENTER FLOOR PLAN

