



Health Literacy & Plain Language: Skills for Clear Health Communication

A continuing education program for

Health Professions Faculty

Sponsored by the University of New England Maine-Geriatric Education Center

When: Tuesday, April 6, 2010
8:30 am – 4:30 pm

[Preparation using an online program and follow up to create student learning activities will be expected.]

Where: Hilton Garden Inn, Freeport, Maine

CE credit: 7 University of New England contact hours awarded for onsite program. Two post program webinars following completion will offer 1 University of New England contact hour each.

Course Topics

Tuesday April 6

- Introduction to Health Literacy and Plain Language: Keys to improved patient safety, quality of care, and patient satisfaction
- Hands-on case study: Identifying elements of plain language materials and instructions; using a readability formula
- Tools, techniques, and resources to teach health professions students; review of print materials, websites, and media
- Initial curriculum planning

Preparation

- Complete the online program, Unified health Communication: *Addressing health Literacy, Cultural Competency, and Limited English Proficiency*
- Download and read 2 summary documents

Further details about course preparation will be sent when your registration is confirmed.

Follow Up

- Each participant will create a minimum of one student learning session (class), read 3 discipline-specific articles, and join a follow up conference call

Learning Objectives & Faculty

Participants will:

- Define literacy, health literacy, and plain language and link them with research and national policy reports
- Learn to assess health materials using evidence-based criteria, including a readability formula
- Consider patient/consumer communication needs; discuss a variety of plain language techniques to help patients better understand written and verbal information
- Review and assess a variety of teaching tools and begin to plan a curriculum unit for health professions students

Sue Stableford, MPH, MSB, the Director of UNE's Health Literacy Institute, is the primary course faculty. Sue is the health literacy/plain language trainer for the CDC and other public and private health organizations.

Judith Metcalf, APRN, BC, MS, the Director of UNE-Maine Geriatric Education Center & Nurse Practitioner UNE Mature Care, brings a professional practice background in geriatrics. Her clinical expertise will enhance this training.

Further Information and Registration

What is health literacy all about and why is it important?

Health literacy is formally defined this way: "The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions." Only 3% of American seniors have *proficient* health literacy skills—skills needed to navigate our complex health system and care for oneself and one's family.

One solution, suggested by major national health policy bodies, is for health professionals to write and teach using plain language, also called clear health communication. This will help close the typical gap between the high literacy levels at which health professionals communicate, and the limited literacy skills of American adults. This course will help you learn more about this solution, and provide skills and tools to teach the next generation.

This course offers you dynamic learning and follow up.

This course involves active learning and hands-on participation supplemented with mini-lectures, a training notebook, and an extensive bibliography of resource materials. Gain ideas and skills to enhance your curricula, teach the next generation, and explore new opportunities for service and research.

Our Freeport, Maine training location offers overnight accommodations.

The training will be held at the beautiful Hilton Garden Inn in Freeport, Maine. Information and directions can be found online here:

<http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=PWMFDGI>

All overnight arrangements are the responsibility of individual participants.

Registration is easy. Call or fax back the form included.

Registration for the Course is handled by the University of New England Office of Continuing Medical Education. Payment of the course fee of \$50 must be arranged at the time of registration. This fee covers all costs, including lunch and snacks on April 6, course registration, training notebook and follow-up program webinars.

Registrants who cancel by **March 9th** will receive a refund less a \$25 processing fee; cancellations received after **March 9th** are not eligible for refund. Substitution may be made without additional charge. If you need special accommodation to fully participate in this program, please contact the Director of the Maine-UNE GEC, Judith Metcalf, at: 221-4459.

To register by phone: Call 207-602-2589

To register by fax: Fax the form included to this number: 207-602-5957

Need more information?

For more information about course objectives or learning activities, contact Sue Stableford at: 207-221-4567 or email: ssableford@une.edu

For more information about registration, contact Marolyn Bissonnette at: 207-602-2589 or email: mbissonnette@une.edu

University of New England Maine Geriatric Education Center (UNE-MGEC)
Health Literacy & Plain Language: Skills for Clear Health Communication
April 6, 2010

REGISTRATION FORM (Please print or type - Photocopy as needed)

Last Name: _____ First Name/MI _____

Organization _____

Title/Position _____

Phone(s): Home _____ Work _____ FAX: _____

Street Address: _____ City _____

State _____ Zip _____ Email: _____

PAYMENT METHOD: \$50 course cost

Check/Money Order (Payable to University of New England)

Master Card Visa Discover

Cardholder Name: _____

Card #: _____ Exp. Date: _____ VIN # (back of card): _____

Cardholder address (if different from above) including zip: _____

Signature: _____

HOW TO REGISTER

MAIL completed form to:

Office of Continuing Medical Education
University of New England, 11 Hills Beach Road, Biddeford, ME 04005

or FAX: 207-602-5957

or PHONE: 207-602-2589

(Note: Do not send credit card information by Email.)