

4th Wisconsin Health Information Outreach Summit – Health Literacy

Northcentral Technical College, Wausau, WI

8:00 – 4:00 pm, Registration: \$26

August 11, 2010

7:30 – 8:00 am, Registration

8:00 – 8:15 Welcome, Dean, NTC

8:15 – 9:15 Healthiest Wisconsin 2020, WIRED for Health initiative (eHealth) and the creation of the Office of Health Informatics by Seth Foldy, MD, MPH.

Seth Foldy MD, MPH, became State Health Officer and Administrator of the Division of Public Health for the State of Wisconsin in January, 2009. Dr. Foldy is board-certified in Family Medicine and Preventive Medicine. He holds faculty appointments at the Medical College of Wisconsin, the University of Wisconsin Milwaukee, and Argonne National Laboratory. In recent years, Dr. Foldy has co-founded the Wisconsin Health Information Exchange (WHIE) which provides real-time patient information to emergency department physicians and public health authorities in Milwaukee County. He has also served as Medical Director of Health Care for the Homeless of Milwaukee since 2005

9:15 – 10:15 Medication Errors and Health Literacy by Joanne Schwartzberg, MD.

Dr. Schwartzberg is Director of Aging and Community Health at the American Medical Association. She has been working in the field of health literacy and clinician/patient clear communication since 1997. She organized the AMA ad hoc committee of experts that developed the Council on Scientific Affairs Report on Health Literacy, organized the physician awareness campaigns based on the Health Literacy Introductory Kit and later developed the Health Literacy: Help Your Patients Understand self-study educational program.

10:15 – 10:30 Break

10:30 – 11:30 Promoting Health Literacy at Hawthorne Education Center by Jennifer Rho, MD, MPH.

Over the past several years Hawthorne Education Center has been a hub of health literacy activities in Rochester, MN, developing several partnerships and programs focused on improving health literacy among adult learners and partner institutions. The development of these programs and partnerships will be discussed, including community conditions that led to these programs, community engagement strategies, successes and failures, lessons learned, and future plans.

11:30 – 12:30 Lunch NTC Cafeteria

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12:30 – 1:30 Break-out sessions

1. Teach-back Interactive Session with Joanne Schwartzberg, MD
2. National Career Readiness Certificate and how it relates to Health Literacy with Jennifer Lund, DWD, Job Center, Bilingual Training and Employment Specialist
3. Dimensions of Diversity panel discussion with Suzanne Matthew, PhD, Northern Wisconsin AHEC, Melina Kolbeck, Language Services Manager, Marshfield Clinic; Mai Neng Xiong, Regional Manager of Interpreter Services, Ministry Health Care; and Annie Yunk, Sign Language Group Manager, Wausau, Aspirus.
4. Podcasting with Max C Anderson, MLIS, Greater Midwest Region. (Podcasting is a 2-hour session; it will continue in the 2nd session).

1:30 – 1:45 Break

1:45 - 2:45 Break-out sessions

1. Families and Literacy, Lending Library projects between WI and Nicaragua with Rosalind Kealiher, WI/Nicaragua Partners
2. Panel discussion of health literacy initiatives at Ministry, Aspirus, Marshfield Clinic, and collaborative partnerships with Portage, Marathon and Wood County Literacy Councils
 - a. 2:00 – 2:20 Portage County: Tricia Lee, Kristin Duckart, St Michaels Hospital, Ministry, and Sarah Halstead, Portage County Literacy
 - b. 2:20 – 2:40 Marathon County: Kitty Switlick, Kay Palmer, Lori Scheller, Jan Kraus, Aspirus, and Bernie Corsten, Marathon County Literacy
 - c. 2:40 – 3:00: Wood County: Eva Scheppa, Family Health Center/Marshfield Clinic and Doug Seubert, Literacy Council of Wood County
3. Making Connections to Make a Difference: The Community Engagement Goals and Work of the UW Institute for Clinical and Translational Research with Nancy Cross Dunham, Ph.D., Research Director and Gail Kell, MS, Regional Research Coordinator, Community Health Connections, UW ICTR
4. Podcasting with Max C Anderson, MLIS, Greater Midwest Region. (Podcasting is a 2-hour session; this is a continuation of the 1st session).

2:45 – 3:00 Break

3:00 – 4:00 Health Literacy; What's Done and What's Left to Do by Paul Smith, MD, Wrap-up and Adjournment.

Paul Smith, MD, is Associate Professor in the Department of Family Medicine at UW-Madison. Dr Smith is Wisconsin's leading voice for health literacy. He has been a key player in organizing regional and statewide Health Literacy Summits, and he frequently brings his message to the many players in the field of health care: insurers, legislators, and especially Wisconsin's health care workers.