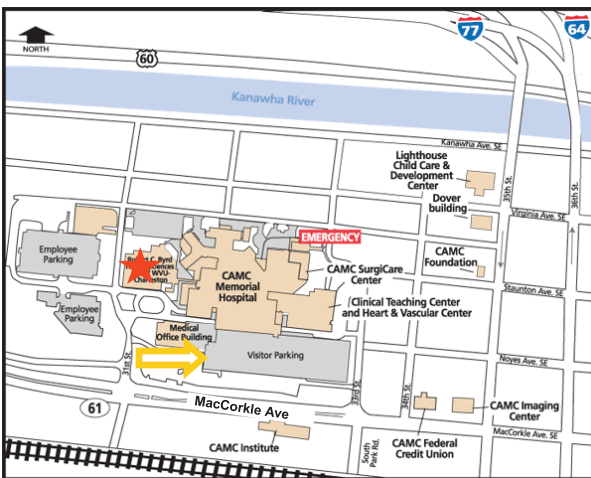




WV Geriatric Education Center
 Robert C. Byrd HSC@WVU
 Charleston Division
 3110 MacCorkle Avenue
 Charleston, WV 25304
www.wvgec.org



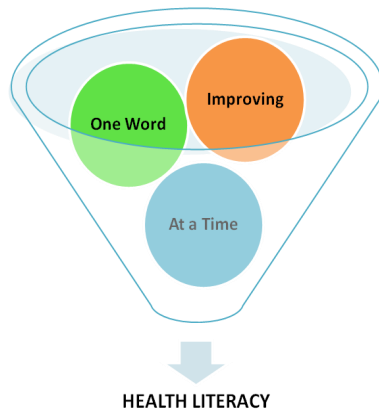
CAMC Memorial Hospital Map:



PARKING (see map above):

The visitor parking garage is managed by Parking Solutions. Hourly fees apply (\$1 per 1/2 hour; \$4 maximum). Valet parking is also available at the main entrance during regular business hours for a \$7 fee.

Learn how to improve health One Word at a time...



Health Literacy Training for Health Professionals

April 9-10, 2015

**The Robert C. Byrd Health Sciences Center
 Charleston, WV**

**West Virginia Geriatric Education Center
 with Joint Providership
 CAMC Health Education and Research Institute**

Course completers will receive a "Certificate of Completion" as well as public acknowledgement throughout the WVGEC community.



Continuing Education Information

DISCLOSURE:

It is the policy of the CAMC Health Education and Research Institute that any faculty (speaker) who makes a presentation at a program designated for AMA Physician's Recognition Award (PRA) Category I or II must disclose any financial interest or other relationship; (i.e. grants, research support, consultant, honoraria) that faculty member has with the manufacturer(s) of any commercial product(s) that may be disclosed in the educational presentation. Program Planning Committee Members must also disclose any financial interest or relationship with commercial industry that may influence their participation in this conference. All faculty and planning committee members have disclosed that no relationships exist.

ACCREDITATION STATEMENT:

This activity has been planned and implemented in accordance with the essentials and standards of the Accreditation Council for Continuing Medical Education through the joint providership of CAMC Health Education and Research Institute and the WV Geriatric Education Center. The CAMC Health Education and Research Institute is accredited by the ACCME to provide continuing medical education for physicians.

Physicians - CAMC Health Education and Research Institute designates this live activity for a maximum of 10.5 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Osteopathic - This program is accepted as Category 2-A credit by the AOA. It is the responsibility of the participant to submit credit hours directly to the AOA.

Pharmacy - The CAMC Health Education and Research Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This application based activity provides 6 contact hours UAN 0554-9999-15-013-L04-P on Day 1 and 4.5 contact hours UAN 0554-9999-13-053-L04-P on Day 2. CAMC Institute will report your participation in the program to NABP CPE Monitor within 6 weeks for all participants who successfully complete each full day attended. Successful completion includes attending entire day(s), registering your attendance and completing an evaluation form.



Nursing - The CAMC Health Education and Research Institute is an approved provider of continuing nursing education by West Virginia Nurses Association (AO-212), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This offering has been approved for 6 contact hours on Day 1 (P015-14-15809) and 4.5 contact hours on Day 2 (P015-14-15810). Expiration date is 2 years from the course dates.

Social Workers - CAMC Health Education and Research Institute is an approved provider of continuing education by the West Virginia Board of Social Work Examiners. The program has been approved for 6 contact hours for Day 1 and 4.5 contact hours for Day 2 of social work credit. Approval number #490045.

This course is pending approval for the Gerontology Practitioner Certificate (GPC).

Directions to WVU—Charleston

From the North

Traveling either on I-77S or I-79S, drive until reaching the I-64E/I-77S split. Pick up I-64E/I-77S in Charleston and get off at exit 98 (35th Street Bridge). Once across the bridge, make a right at the light onto 61N (MacCorkle Ave.) Drive west until reaching the next light at the intersection of MacCorkle Avenue and 31st street. Turn right at the first light onto 31st Street. The Robert C. Byrd Health Sciences Center of West Virginia University Charleston Division (i.e., the WVU Building) is in the second block on the right corner, across from the CAMC employee parking garage.

From the East

Drive I-64W/I-77N into Charleston. Take exit 95 (MacCorkle Ave. West) onto route 61N. Travel approximately 2.8 miles to 31st Street. Turn right at the light onto 31st Street. The Robert C. Byrd Health Sciences Center of WVU Charleston Division (i.e., the WVU Building) is in the second block on the right corner, across from the CAMC employee parking garage.

From the West

Drive I-64E/I-77S into Charleston. Get off at exit 98 (35th Street Bridge). Once across the bridge, make a right at the light onto 61N/MacCorkle Ave. SE. Drive west until reaching the next light at the intersection of MacCorkle Ave. S.E. and 31st Street. Turn right at the light onto 31st Street. The WVU Building is in the second block on the right corner, across from the CAMC employee parking garage.

Introduction



According to research from the U.S. Department of Education, only 12 percent of English-speaking adults in the U.S. have proficient health literacy skills. The overwhelming majority of adults have difficulty understanding and using everyday health information that comes from many sources, including the media, websites, nutrition and medicine labels, as well as, from health professionals. According to HHS Secretary Kathleen Sebelius "Health literacy is needed to make health reform a reality. Without health information that makes sense to them, people can't access cost effective, safe, and high quality health services." Health literacy is a major problem in WV; therefore, the WV Geriatric Education Center is committed to the education and training of faculty, practitioners and those who care for older adults to improve their knowledge of health literacy and their ability to teach and utilize health literacy.

Target Audience

Health Professionals including physicians, nurses, pharmacists, and social workers, who care for and interact with older adults about their health.

This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UB4HP19050 West Virginia Geriatric Education Center for \$2,000,000. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Agenda

Thursday, April 9th, 2015

8:30 - 9:15 AM	Registration and Networking Lobby
9:15 - 10:15 AM	Welcome and Introductions Room 2000 (N. Daugherty) Pre-Training Knowledge Assessment Overview & Mixer Agenda & Trainee's Manual Review AMA Health Literacy Movie
10:15 - 11:00 AM	Prevalence, Incidence & Impact of Health Literacy (N. Daugherty)
11:00 - 11:15 AM	Expectations and Action Plans (M. Emmett)
11:15 - 12:00 PM	Choose and Use Print Materials Including Assessing Reading Levels of Materials (C. Gouge)
12:00 - 12:45 PM	LUNCH — Provided
12:45 - 1:00 PM	Print Material - Group Activity (C. Gouge)
1:00 - 1:15 PM	The Adult Learner (H. Thurman)
1:15 - 2:15 PM	Numeracy (C. Nath)
2:15 - 3:00 PM	Communication Strategies for Professionals (C. Nath)
3:00 - 3:15 PM	BREAK
3:15 - 4:15 PM	Communication Strategies for Professionals Including Demonstration of Teachback (C. Nath)

Friday, April 10th, 2015

8:30 - 9:15 AM	Registration and Networking Lobby
9:15 - 9:30 AM	Recap of Learning (C. Nath)
9:30 - 10:15 AM	Environmental Assessment (C. Nath)
10:15 - 10:45 PM	Providing Feedback (N. Daugherty)
10:45 - 12:15 PM	Role Plays Focusing on Feedback (Daugherty, Emmett & Nath)
12:15 - 1:00 PM	LUNCH — Provided
1:00 - 2:00 PM	Establish Small Groups and Work on Action Plans and Report (Daugherty, Emmett, Nath & Thurman)
2:00 - 2:30 PM	Closing and Evaluation of Conference (N. Daugherty) "What will you do by next Tuesday?" Post-Training Knowledge Assessment

Objectives



At the completion of this program, the participant will be able to:

- 1.) Demonstrate increased knowledge of health literacy issues by taking pre and post knowledge assessments
- 2.) Identify environmental barriers to patients with limited literacy in their work environment by completing an assignment
- 3.) Demonstrate verbal communication by participating in structured role play activity
- 4.) Demonstrate effective strategies in teaching and providing feedback
- 5.) Develop an action plan to implement learned communication strategies into student teaching, patient/client encounters, environmental setting or community education

Post-Training

- 1.) Following this training session, participants will execute their action plan in their home communities in order to promote improved patient outcomes in **one** of the following venues: student teaching, patient/client encounters, environmental changes in the practice setting or community education. The AMA Health Literacy Training Kit is provided to facilitate their presentations.
 - A.) For training targeting student teaching, patient/client encounters, or environmental changes, the participant will document progress and changes and report progress back to the WVGEC.
 - B.) For training targeting community education, the participant will document the occurrence of training events, and will collect and evaluate outcome measures such as knowledge, behavior and/or attitudes changes.
- 2.) Participants will:
 - A.) Share their action plan with other members of their team,
 - B.) Report their results through follow-up survey conducted by the WVGEC.

Photo Release

From time to time we use photographs of conference participants in our promotional materials. By virtue of your attendance at Health Literacy Training on April 9-10, 2015, WVU or related entity reserves the right to use your likeness in such materials.

Presenter Information

Nancy Daugherty, Associate Director
WV Geriatric Education Center, WVU HSC Charleston Division

Mary Emmett, PhD, Director
Center for Health Services and Outcomes Research,
CAMC Institute

Catherine C. Gouge, PhD
Associate Professor of English
West Virginia University

Charlotte Nath, RN, EdD, CDE
Professor Emeritus
WVU Family Medicine, SOM

Hanna Thurman, MSW, LGSW, MPA
West Virginia Geriatric Education Center
Training and Development Manager

Registration Fee is \$100.00 which includes CEU Processing Fee, Training Materials and Lunch.

To register please visit www.wvgec.org or select this link:

[2015 Health Literacy Registration](#)

If you are a current DKB Scholar or student, fellow or resident, please call WVGEC prior to registration.

Deadline:

Friday, March 27, 2015

Seating is Limited



**Questions?
Call: 304-347-1295
Email:
wvgec@hsc.wvu.edu**

Nearby Charleston hotels:

Four Points by Sheraton, 600 Kanawha Blvd. E
(304) 344-4092

Embassy Suites, 300 Court St. (304) 347-8700

Hampton Inn, 1 Virginia Street West
(304) 343-9300

* If you need special accommodations or assistance, please let us know.