DEAR COLLEAGUE

We are pleased to invite you to Health Literacy: Communicating with Underserved Populations, a research conference sponsored by the Center for Health Promotion and Disease Prevention Research in Underserved Populations (CHPR) at The University of Texas at Austin School of Nursing. The CHPR was established in 1999 through funding from the National Institutes of Health (NIH), National Institute of Nursing Research (P30NR005051). Increasing health literacy and communicating effectively in and with underserved populations through interdisciplinary and collaborative research in health promotion and disease prevention is a central aim of CHPR. We are pleased to partner with the UT Austin Population Research Center, Center for Social Work Research, and the School of Social Work, and with the Seton Family of Hospitals, and Sigma Theta Tau’s Epsilon Theta chapter to disseminate important new information on eliminating health disparities.

The conference will feature a keynote presentation by noted researcher Michael Wolf, PhD, MPH (Northwestern University), a closing address by Eduardo Sanchez, MD, MPH (Blue Cross Blue Shield of Texas) and the work of 10 other distinguished researchers. Please take a moment to review this brochure and register to join this important dialogue on promoting the health of underserved populations on March 3, 2010.

KEYNOTE SPEAKER
Dr. Michael S. Wolf is Associate Professor of Medicine and Learning Sciences and Associate Division Chief of General Internal Medicine within the Feinberg School of Medicine at Northwestern University. He is a social scientist, health services researcher, and an internationally recognized expert in health literacy and adult learning. His current research is funded by the National Institutes of Health, the Agency for Healthcare Research and Quality, and The California Endowment, among other private foundations. He has published or has in press more than 90 research articles on health literacy. Dr. Wolf will provide a state of the science overview on the field of health literacy research from epidemiology to intervention.

CLOSING SPEAKER
Eduardo Sanchez, MD, MPH, currently serves as Vice President and Chief Medical Officer for BlueCross and BlueShield of Texas (BCBSTX). Prior to joining BCBSTX, he was Director of the UT School of Public Health Institute for Health Policy. He served as Commissioner of the Texas Department of State Health Services from 2004 to 2006 and the Texas Department of Health from 2001 to 2004. Dr. Sanchez recently chaired the IOM Committee on Local Government Actions to Prevent Childhood Obesity and is currently Chair of the Advisory Committee to the Director of the Centers for Disease Control and Prevention (CDC).

Come join us on March 3rd, 2010!
Health Literacy: Communicating with Underserved Populations

Wednesday, March 3, 2010

8:00 - 8:30  Continental Breakfast & Conference Check-in
8:30 – 8:45  Welcome & Introductions
            Lorraine Walker, EdD, MPH, RN, FAAN  Associate Director, CHPR
            Alexa K. Stuifbergen, PhD, RN, FAAN  Dean Ad Interim, The University of Texas at Austin School of Nursing

8:45 – 9:45  Keynote: Health literacy: Increasing patient understanding and compliance
            Michael Wolf, PhD, MD, MPH  Northwestern University

9:45 – 10:00  Break
10:00 - 11:30  SESSION 1: Design and Methodology
               Moderator: Lynn Rew, EdD, RN, FAAN  The University of Texas at Austin School of Nursing
               Designing interventions to reach populations with low health literacy: Diabetes care in US-Mexico border communities as an exemplar
               Sharon Brown, PhD, RN, FAAN  The University of Texas at Austin School of Nursing
               Message design for low health literate audiences: Folic acid promotion and beyond
               Michael Mackert, PhD  Department of Advertising, College of Communication, The University of Texas at Austin
               Cognitive interviewing: A method to improve instrument development
               Heather Becker, PhD  The University of Texas at Austin School of Nursing
               STAT (Straight Talk Always Triumphs) communication
               Patricia Yacovone  Texas Department of State Health Services

11:30 - 1:00  Poster Session & Lunch (provided)
1:00 - 2:30  SESSION 2: Focus on Populations
             Moderator: Eun-Ok Im, PhD, MPH, CNS, RN, FAAN  The University of Texas at Austin School of Nursing
             Health literacy among persons with visual impairment
             Tracie Harrison, PhD, RN  The University of Texas at Austin School of Nursing
             Recreational or health-enhancing?: Genomic health literacy potential in adolescents
             Lynn Rew, EdD, RN, FAAN  The University of Texas at Austin School of Nursing
             Mental health literacy: What it is and how it manifests in one group of low-income post-partum women
             Bobbie Sterling, PhD, RN  The University of Texas at Austin School of Nursing
             Executive function, memory and health literacy of older adults
             Graham J. McDougall, Jr., PhD, APRN-BC, FAAN  The University of Texas at Austin School of Nursing

2:30 – 2:45  Break
2:45 - 3:35  SESSION 3: Focus on Media
             Moderator: Lorraine Walker, EdD, MPH, RN, FAAN  The University of Texas at Austin School of Nursing
             Representation of the HPV vaccine by the media and pharmaceutical companies: The need for complementary education
             Jasmin Tiro, PhD, MPH  UT Southwestern Medical Center
             Health literacy in children’s books in South Africa: Implications for South Texas
             James V. Hoffman, PhD  Department of Curriculum and Instruction, College of Education, The University of Texas at Austin

3:35 – 3:50  William Sage, MD, JD  Vice Provost for Health Affairs, The University of Texas at Austin
3:50 – 4:20  Closing Remarks: Health literacy: There is more to it than meets the eye
            Eduardo Sanchez, MD, MPH  Blue Cross Blue Shield of Texas

4:20 - 4:30  Evaluation
CALL FOR POSTER PRESENTATIONS - Abstract Deadline: January 22, 2010

Poster Presentations are invited on topics addressing ANY aspect of health disparities and health promotion research in underserved populations. Original and previously presented posters at refereed regional/national conferences will be considered. Graduate students are encouraged to submit posters. Posters may report work in progress (including conceptual and theoretical work). If space is limited, preference will be given to posters with relevance to health literacy. Scholarly presentations consistent with CHPR’s mission will be selected, and first author notified by email by February 1, 2010. Please provide an email address that you will be checking in the Spring semester.

POSTER PRESENTERS MUST REGISTER FOR CONFERENCE.

Requirements for submission
Abstract: One page, single spaced, Times 11-pt, 1” margins, 500 words maximum (Use formatted document on CHPR website)
Organization: Purpose; Methods; Findings; Conclusions
Cover Letter: Request to submit, author(s) name, credentials, affiliation, address, phone, email, where previously presented (if appropriate) and a permission to publish statement as follows:
(If selected, I agree to present a poster at the CHPR Conference on March 3, 2010. I give permission for the abstract and a photo of the poster to be used for distribution in all forms of media [print, electronic, website, video].)
First Author: First author can be selected only once; first author will be contact person
Poster: Maximum size to fit a poster board of 4’ x 6’; tacks will be provided
Handouts are optional and must be provided by the author (25 copies suggested)

Submission: Email (electronic copy)
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School of Nursing
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