

Communicating to Connect: Strategies to Improve Health Literacy

This one-day training program is based on the American Medical Association (AMA) Foundation's Health Literacy Train-the-Trainer program, which focuses on providing an overview of health literacy and its relationship to health outcomes, as well as enhancing patient interaction and communication through plain language and methods such as teachback. Through this interactive training, participants will not only build their knowledge of strategies to address low health literacy, they will also have opportunities to practice their skills through role play and other activities.

Presenters: Rickie Brawer, PhD, MPH, Associate Director of the Center for Urban Health and Assistant Professor in the Thomas Jefferson University Department of Family and Community Medicine, and **James Plumb, MD, MPH,** Director of the Center for Urban Health and Professor in the Thomas Jefferson University Department of Family and Community Medicine.

Target Audience: Nurses and Other Healthcare Providers. This training is **free** for all participants, and education materials will be accessible online.

Continuing Nursing Education (CNE): Thomas Jefferson University Hospital is an approved provider of CNE by the PA State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. A maximum of 6.75 credits will be awarded for this program. The participant must attend the entire program to be eligible for full contact hour credit.

Training Dates:

Tuesday, February 11, 2014, 8:30am-4:30pm
Jefferson University Hospital

Monday, February 24, 2014, 8:30am-4:30pm
Phoenixville Hospital

Monday, March 10, 2014, 8:30am-4:30pm
Mercy Suburban Hospital



After completing this training, participants will be able to:

- ✓ Describe the scope and implications of the health literacy problem in the US and in PA
- ✓ Identify barriers faced by both patients and clinicians in addressing low health literacy
- ✓ Identify specific strategies to enhance patients' health literacy
- ✓ Demonstrate application of the capacity to implement these strategies
- ✓ Create and assess patient-friendly written and web-based materials, including patient education materials
- ✓ Develop their capacity to train staff on these strategies and skills

For information about this training contact :

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Click here to register online at Jefferson's CNE website.



THE HEALTH CARE IMPROVEMENT FOUNDATION
Building Partnerships For Better Health Care

This training was developed for the Southeastern Pennsylvania Regional Enhancements Addressing Disconnects (SEPA-READS) in Cardiovascular Health Communication initiative led by the Health Care Improvement Foundation, in partnership with Thomas Jefferson University and Thomas Jefferson University Hospitals. The SEPA-READS initiative is funded by the Centers for Disease Control's Preventive Health and Health Services Block Grant through the Pennsylvania Department of Health.