

Laurie T. Martin, ScD, MPH *(continued)*

She has also recently completed the development of a predictive model of health literacy to estimate population levels of health literacy in small geographic areas. From this, she and her colleagues developed a prototype interactive mapping tool for Missouri that identifies geographic areas with large numbers of people with low health literacy. This tool helps stakeholders identify community-level “hotspots” of suboptimal health or healthcare that may be due to LHL so they may target interventions more efficiently and cost-effectively. Dr. Martin is also interested in the role of health literacy in influencing the success of national, state and local policy, particularly related to child health and school readiness. Dr. Martin received both her ScD and MPH from the Harvard School of Public Health.

Byron Varnado, MD

Byron Varnado, MD, is a family medicine physician with Mercy Health Partners’ Harborwood Family Medicine in Muskegon, Michigan, for the past 12 years. He is the medical director for Access Health in Muskegon. Access Health is a three share model that provides health coverage for small companies and individuals that would otherwise not be able to afford traditional insurance. Byron serves on various committees at Mercy Health Partners and is actively involved with volunteering in Muskegon. He is a graduate of the University of Michigan Medical School and received his Bachelor of Science in Chemistry from the University of Michigan. Byron completed his residency training at Saint Mary’s Hospital in Grand Rapids, Michigan.

REGISTRATION

Please register by May 1, 2011. Reservations after that date must call 231-672-3882.

Name: _____

Specialty: _____

Address: _____

City: _____

State and Zip: _____

Phone: _____

E-mail: _____

Online Registration

www.muskegoncc.edu/pages/2397.asp

Lakeshore Health Network
1560 E. Sherman Boulevard
Muskegon, MI 49444

Cost

\$20.00 without Continuing Education
\$50.00 for CME/CNE

Late registration (after May 1, 2011)
\$30.00 without Continuing Education
\$75.00 for CME/CNE



*Muskegon’s Clear
Health Communications*



LAKESHORE
Health Network



Let’s Talk:

ADDRESSING HEALTH LITERACY BARRIERS



*Thursday, May 5, 2011
9:00 a.m. to 3:00 p.m.
Muskegon Community College*

ACCREDITATION & CREDITS

Mercy Health Partners is accredited by the Michigan State Medical Society Committee on CME Accreditation and the Council on CME of the American Osteopathic Association, to provide continuing medical education for physicians. Mercy Health Partners designates this live activity for a maximum of 4.5 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity. Mercy Health Partners has requested that the AOA Council on Continuing Medical Education approve this program for 4.5 hours of AOA Category 1 B CME credits. Approval is currently pending.

DISCLOSURE

Mercy Health Partners endorses the standards of the Accreditation Council for Continuing Medical Education (ACCME) and the guidelines of the American Osteopathic Association (AOA) that anyone who is in a position to control the content of an education activity must disclose all relevant financial relationships with any commercial interests. The ACCME defines “relevant financial relationships” as financial relationships in any amount occurring within the past twelve months that create a conflict of interest.

NURSING CE CREDITS

Grand Valley State University Kirkhof College of Nursing, a Michigan Board of Nursing approved nursing education program, is authorized by Administrative Rule 333.10602g to award contact hours to participants at continuing education programs provided by the Kirkhof College of Nursing. Participants who were in attendance for the entire program will receive a certificate awarding 5.0 contact hours.

AGENDA

8:00–9:00 a.m.

Breakfast and Registration

9:00–9:30 a.m.

Muskegon Health Literacy Collaboration

Linda Bailey

Claudia Leiras-Laubach, PhD

9:30–11:00 a.m.

Keynote Address – Health Literacy and Health Disparities: Individual, Community and National-level Perspectives

Laurie T. Martin, ScD, MPH

11:00–11:15 a.m.

Break

11:15 a.m.–12:15 p.m.

The Muskegon Story

Moderator: Jennifer Bailey; Speakers: Kathy Keller, DO; Claudia Leiras-Laubach, PhD

12:15–1:15 p.m.

Lunch

1:15–2:45 p.m.

Building a Community Culture of Health Literacy: Next Steps

Moderator: Jennifer Bailey; Speakers: Kathy Keller, DO; Nancy DeFrance, PhD; Byron Varnado, MD

2:45–3:00 p.m.

Wrap-up with Laurie Martin, ScD, MPH

SPEAKERS

Nancy DeFrance, PhD

Nancy DeFrance earned her doctoral degree in Language, Literacy, and Learning Disabilities at the University of Michigan. She is an assistant professor in the department of Literacy Studies, College of Education, Grand Valley State University. Dr. DeFrance teaches pre-service and in-service teachers in courses on literacy assessment and literacy instruction. Her current research focuses on developing materials to teach teachers how to support reading comprehension in their students, particularly through the use of discussion of text. Previous research focused on improving upper elementary students’ comprehension of concepts in science, by means of supported electronic texts. Dr. DeFrance is also a speech-language pathologist.



Katherine Keller, DO

Kathy Keller, DO, is a family practice physician with Westshore Family Medicine in Muskegon. She is a 1990 graduate of Michigan State University’s College of Osteopathic Medicine and holds appointments as Clinical Assistant Professor in Family Medicine for both MSU-COM and MSU-CHM. She has had a longstanding interest in patient education and health literacy, and has been a co-principal investigator in the Health Literacy office assessment pilot project now taking place in Muskegon. She is on the board of Muskegon Area Physician Association and Lakeshore Health Network and serves as chief of the Family Practice Section of Mercy Health Partners.



Claudia Leiras-Laubach, PhD

Claudia Leiras-Laubach, PhD, is an assistant professor at the Kirkhof College of Nursing at Grand Valley State University. She is an epidemiologist and the Director of the

Vulnerable Populations Center of Distinction. Over the past 10 years, she has worked on all aspects of research studies, including proposal development, multi-study site coordination, recruitment strategies (specifically focusing on underrepresented minorities), creation and management of study databases, data analysis, and development of data collection forms and questionnaires in both English and Spanish. She is an expert in quantitative data analysis and community based participatory research. Her research interests include health literacy, women’s health, health disparities, and biomarkers of cancer susceptibility. Dr. Leiras-Laubach received her PhD from the Graduate School of Public Health at the University of Pittsburgh.



Laurie T. Martin, ScD, MPH

Laurie Martin, ScD, MPH, is a policy researcher with the RAND Corporation, a nonprofit firm dedicated to improving policy and decision-making through research and analysis. Her interests focus

on understanding the role of health literacy in health disparities from both an individual and community level perspective. She is examining the effects of reading, numeracy, oral language and aural language on CHD risk, outcomes, and health self-management.