

Health Literacy & Clear Communications

Registration Form

Name _____ CHES # _____

Organization _____

Address _____ Circle: Work/Home _____

Email address _____

Phone _____

Special requests _____

Please select from the following options

- Student InSOPHE member (w/student ID) \$15.00
- Student non-member (w/student ID) \$20.00
- Professional InSOPHE member \$30.00
- Professional non-member \$45.00

CHES Credits

- I would like to earn CHES credits (member) FREE
- I would like to earn CHES credits (non-member) \$12.00

I'd like to join InSOPHE

- Student member \$20.00
- Professional member \$30.00

Please select your box lunch option:

- Turkey Vegetarian Wrap Ham _____ Total

Registration Deadline: Wednesday, March 24, 2010

Register and pay online: www.insophe.org

OR MAKE CHECKS PAYABLE TO: InSOPHE

Mail to: InSOPHE c/o Jennifer Taylor

7213 Tresa Circle

Indianapolis, IN 46239

For additional information, contact:

president.elect@insophe.org

317.363.1943

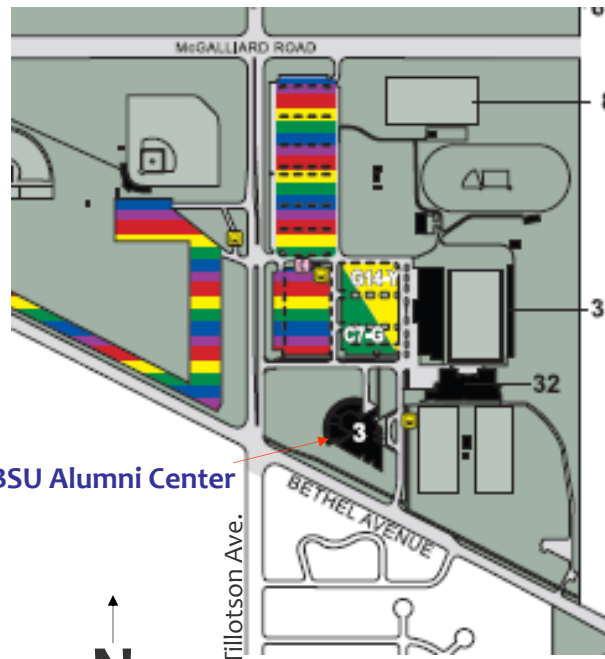
Find our group on Facebook:

Indiana Society for Public Health Education

Ball State University

Alumni Center

2800 W. Bethel Ave.
Muncie, IN 47306



BSU Alumni Center



Parking:

Visitor parking is available at the Alumni Center.

Health Literacy

&

Clear Communications

Presented by:



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The Department of
Physiology & Health Science
at Ball State University

Tuesday, March 30, 2010

10:00 AM– 4:00 PM

@

Ball State University

Alumni Center

2800 W. Bethel Ave.

Muncie, IN 47306

Registration Deadline: Wednesday, March 24, 2010



Agenda:

9:30 am-10:00 am: Registration

10:00 am-10:15 am: Welcome & General Announcements

10:15 am-11:45 am: Keynote Presentation –
“The Importance of Health Literacy In Public Health Education”

11:45 pm-12:00 pm: Break

12:00 pm-1:15 pm: Networking Lunch & InSOPHE Business Meeting

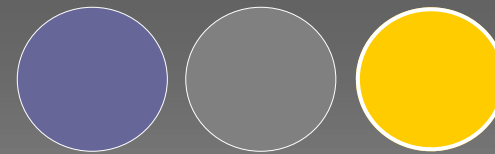
1:15 pm-2:15 pm: Interactive Workshop –
“Designing and Disseminating Low-Literacy Interventions”

2:15 pm-2:30 pm: Break

2:30 pm-3:45 pm: Interactive Discussion -
“Developing a Statewide Health Literacy Initiative in Indiana”

3:45 pm-4:00 pm: Wrap-Up and Evaluation

***An application has been submitted to award up to 4 Continuing Education Contact Hours (CECH) for Certified Health Education Specialists (CHES). SOPHE, including its chapters, is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing.**



Featuring: Lorraine S. Wallace, PhD

*Dr. Lorraine Wallace, is an expert in the fields of health literacy and patient-physician communication. She is an Associate Professor of Family Medicine at the University of Tennessee Graduate School of Medicine Knoxville. Dr. Wallace has conducted a wide variety of health literacy-related scholarly activities and research projects. In 2004, Dr. Wallace participated in a year-long fellowship, *Cancer, Culture, and Literacy Institute*, at Moffitt Cancer Center, Tampa, FL. In 2005, she represented the Society of Teachers of Family Medicine at the American Medical Association’s *Health Literacy Train-the-Trainer Program*. Dr. Wallace served as a Health Literacy/Clear Communication Visiting Professor at Texas Tech University Health Science University in 2006, at the University of Oklahoma-College of Medicine in 2007, and at Oregon Health & Science University in 2008.



Dr. Wallace has given health literacy presentations at various meetings of national organizations, including the Association of Reproductive Health Professionals, Planned Parenthood Federation of America, and the Institute for Healthcare Advancement. She was recently invited to present at the Institute of Medicine’s upcoming Roundtable on Health Literacy (“*Using the National Assessment of Adult Literacy Data: Strengths and Limitations for Health Services Research*”). Dr. Wallace has also served as the course director for several health literacy continuing medical education programs at the University of Tennessee Graduate School of Medicine over the past five years.



Over the past several years she has been working on several health literacy-related research projects. Dr. Wallace’s research has been published in peer-reviewed journals such as *JAMA*, *Family Medicine*, *Journal of General Internal Medicine*, *Contraception*, *Health & Place*, *Journal of Women’s Health*, *American Journal of Health-Systems Pharmacy*, *Journal of Asthma*, *Journal of Pain*, *Journal of Surgical Research*, and *Journal of Lower Genital Tract Disease*. She is currently preparing several manuscripts for publication from her “*Does Ask-Me-3 Change How Low-Income, Low Literacy Patients Interact with Their Doctors?*” project, which was funded by the Partnership for Clear Health Communication.



*Dr. Wallace’s visit to Ball State University has been made possible by the Pfizer Visiting Professorships in Health Literacy Award program.