



**The Colorado Health Literacy Coalition Presents:
Adversity, diversity and crisis: Communications and
health literacy in challenging times.**

Friday, September 25th, 2020

<p>9:00am-10:00am</p>	<p>Pre-Conference Session: Scheduled sessions for HFC Member Letter Feedback*</p> <p>Do you work for an agency that supports Health First Colorado (Colorado's Medicaid program) members and want to talk with someone about the letters they receive? Don't miss this opportunity to talk directly with the Colorado Department of Health Care Policy & Financing communications team. (*Requires pre-registration)</p>
<p>10:00am-10:10am</p>	<p><u>Conference Welcome</u></p> <p><i>Dan Weaver</i> <i>Vice President, Marketing/Communication</i> <i>UCHealth Aurora, Colorado</i></p>
<p>10:10am-11:25am</p>	<p><u>Keynote Address:</u></p> <p>Health Literacy in the Time of COVID: Unintended Consequences <i>Christina Zarcadoolas, Ph.D.</i> <i>Sociolinguist and lead author of "Advancing Health Literacy: A Framework for Understanding and Action"</i></p>
<p>11:25am-11:35am</p>	<p>Break</p>
<p>11:35am-12:50pm</p>	<p><u>Keynote Address:</u></p> <p>"Promoting Health Literacy" What Does That Mean in 2020? <i>Janet Ohene-Frempong, MS</i> <i>J O Frempong & Associates, Inc.</i> <i>Founding & Emerita Member</i> <i>The Clear Language Group</i></p>

12:50pm-1:30pm	Lunch
1:30pm-2:30pm	Breakout session 1: choose one
	<p><u>The Forgotten Essential Workers: Health Navigators, Community Health Workers and Promotoras de Salud</u> <i>Patricia Valverde, Ph.D., MPH</i> <i>Director, Patient Navigator Training Collaborative</i></p>
	<p><u>Introduction to Health Literacy</u> <i>Leah Elsmore, MPH</i> <i>Health Literacy Program Manager, Children's Hospital Colorado</i></p>
	<p><u>LGBTQ Communities and Health Literacy in Crisis</u> <i>Andrew Miller, MA</i> <i>Health Education Trainer, LGBTQ+ Center of Excellence, Denver Prevention Training Center</i></p>
2:30pm-2:45pm	<p><u>Strategies for Improving Health Literacy - Working with Refugees</u> <i>Carole Tumaylle, MPH - State Refugee Health Coordinator</i> <i>Brandy Kramer, Project SHINE Program Manager, Spring Institute</i> <i>Ana Pavlovic, Integrated Refugee Health Specialist STRIDE Clinic</i></p>
	Break
2:45pm-3:45pm	<p>Breakout session 2 (sessions repeat; choose one from above) *Please use these links. The ones above will not work for this session.</p> <p><u>The Forgotten Essential Workers: Health Navigators, Community Health Workers and Promotoras de Salud</u></p> <p><u>Introduction to Health Literacy</u></p> <p><u>LGBTQ Communities and Health Literacy in Crisis</u></p> <p><u>Strategies for Improving Health Literacy - Working with Refugees</u></p>
3:45pm	Adjourn

*No speakers today have listed a Conflict of Interest in their presentations.