



22nd Annual

Health Literacy

Conference

Virtual • May 9-11, 2023

*Working Better Together:
Leveraging the Power of Health Literacy
to Improve Health Equity*



Welcome



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Health Literacy Conference

Advancing Professional Development in Health Literacy

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Housekeeping

- All attendees will be muted during the session
- Ask questions by clicking the **Ask Question** button and add comments under the Discussion tab
- A Q&A session will follow the presentation
- The session will be recorded and posted on the Health Literacy Conference website

Objectives

- Identify at least 3 ways the Health Literacy Solutions Center offers professional growth opportunities.
- State at least 2 benefits of completing one of more Health Literacy Specialist micro-credentials.
- Describe at least 2 ways the Health Literacy Certificate Program contributes to professional development.

www.healthliteracysolutions.org

- We sponsor and administer this robust and collaborative venue that connects all of us in the health literacy community.
- The Solutions Center is a great place to meet your peers, get and share resources, learn, and get answers to your most pressing Health Literacy questions.
- It's free to use at no cost to you.

4 Ways to Connect on the Solutions Center

1. [Main IHA Community](#) – Connect with the whole health literacy community
2. [Member Directory](#) and [Expert Directory](#) – Search for other members and send a direct message
3. [Complete your member profile by adding your Bio](#). This will help give peers a better idea of the special skills you have to offer.
4. [Job and Internship Board](#) – Find or post a job/internship



Health Literacy Resources

[Check out the Resource Library!](#)

This library serves as the site's main collection of health literacy resources and tools. It is open to anyone who wishes to access them.

[Conference Archives](#)

Here you can access content from previous IHA conferences. It is available to members only.



Health Literacy Specialist Certificate (HLSC) - Background

- Assessment-based certificate offering a personalized approach to professional development.
- Launched in 2021, it was developed over 5 years using Institute for Credentialing Excellence (ICE) 1100 standards.
- Over 50 subject matter experts (SMEs) contributed their expertise to develop this course.
 - Content
 - Writing
 - Peer Review
 - Item Writing
 - Standard Setting



Health Literacy Specialist Certificate

- [Health Literacy Specialist Certificate](#)
- 7 standalone micro-credentials
- Online, self-paced courses
- 6 months to complete each course
- Cost depends on the course



Health Literacy Specialist Certificate Program



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Participant Benefits

Complete the micro-credential and pass the exam to earn

- A digital badge
- Certificate of completion, *and*
- Continuing education credits in CHES/MCHES, CPH, and California nursing.

Complete all 7 and earn

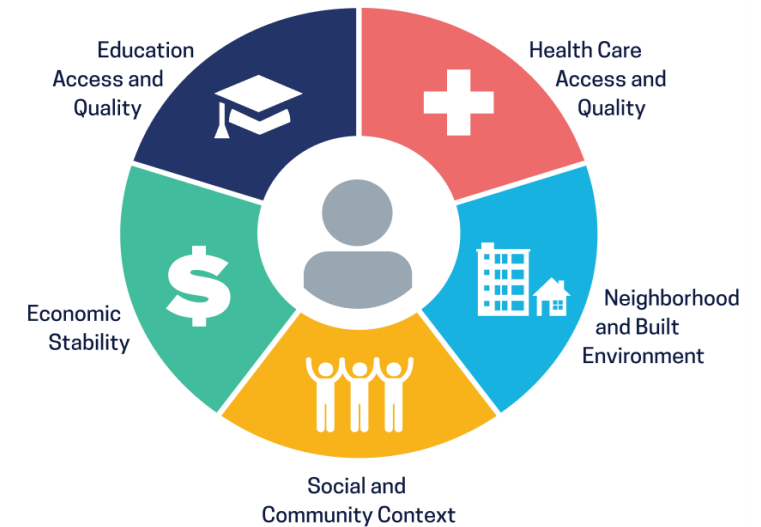
- A Health Literacy Specialist Certificate digital badge *and*
- Certificate of Completion.



Health Literacy Specialist Framework

- Health Literacy viewed as a social determinant of health
- Health Literacy Specialist Job Description
- IHA Annual Health Literacy Conference

Social Determinants of Health



Social Determinants of Health
Copyright-free

 Healthy People 2030



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Professional Development Benefits

- Accessible health information requirement
- Professional growth in 7 areas
- Adaptable to meet participant needs



Organizational/Customer Benefits

- Improved patient/provider relationship
- Improved adherence to healthcare management and outcomes
- Health literate organization



Completion Rates

April 2023

- 1,273 people have completed at least 1 micro-credential
- 7,164 total certificates issued
- 226 have completed all 7 – Health Literacy Specialist Certificate



Participant Testimonials

- “I will continue improving processes in my workplace to better assist LEP individuals, facilitate staff training, and write policies.”
- “I’ll try to speak and write in plain language. I’ll also continue to check my biases and support others.”
- “The courses were comprehensive, easy to follow, and included a lot of helpful information to inform my work in health literacy.”

Language, Culture, and Diversity

https://cloud.scorm.com/content/courses/39BNRJ9AYP/iha4health_499973/0/scormdriver/indexAPI.html

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Health Literacy Specialist Micro-credential in Language, Culture, and Diversity

100% COMPLETE
Lesson 2 Overview

- Reasons for Skilled Healthcare Interpretation ✓
- Characteristics of Qualified Healthcare Interpreters ✓
- How To Work With Qualified Healthcare Interpreters ✓
- Lesson 2 Summary of Key Takeaways ✓
- Lesson 2 Additional Resources (Optional) ✓

LESSON 3: PROMOTE HEALTH LITERACY WITH SKILLED TRANSLATION

- Lesson 3 Overview ✓
- Reasons for Skilled Healthcare Translation ✓
- Characteristics of Qualified Healthcare Translators ✓
- 6 Steps for Working Effectively With Qualified Healthcare... ✓
- Lesson 3 Summary of Key Takeaways ✓
- Lesson 3 Additional Resources (Optional) ✓

LESSON 4: PROMOTE HEALTH LITERACY USING CULTURAL COMPETENCE AND CULTURAL SENSITIVITY

Lesson 4: Promote Health Literacy Using Cultural Competence and Cultural Sensitivity



Learning Objectives for Lesson 4

By the end of this lesson, you will be able to:

1. Explain how to use **cultural competence** and **cultural humility** to promote health literacy.
2. Explain how to exercise **cultural sensitivity**.
3. Explain how **cultural insensitivity** contributes to health disparities.

About Lesson 4

Culture
“The customary beliefs, social forms, and material traits of a racial, religious, or social group.”
(Merriam-Webster Dictionary)



Question & Answers



Thank You