

Cooking Up Patient Education Materials: A Recipe for Success Agenda VM2.020

June 28, 2017

7:00 – 7:30	Registration/Breakfast
7:30 – 7:40	Welcome – Jill Guilfoile, MEd, BSN, RN-BC
7:40 – 8:30	Health Literacy Basics – Joan Morris, MBA, MSHA, RN
8:30 – 9:00	Creating Patient Education
8:30 - 8:45	<i>Needs Assessment</i> –Jill Guilfoile, MEd, BSN, RN-BC
8:45 – 9:00	Exercise – What makes good education? –Joan Morris, MBA, MSHA, RN facilitator
9:00 – 9:30	Creating Patient Education- continued
9:00 – 9:15	<i>Using the Right Ingredients</i> - Joan Morris, MBA, MSHA, RN
9:15 – 9:30	Exercise – plain language techniques- Joan Morris, MBA, MSHA, RN facilitator
9:30 – 9:45	<i>Design: Key Elements to Make Your Material More Interesting</i> – Kathleen Calderon, MSW, LISW-S
9:45 – 10:00	Break
10:00 - 10:40	Exercise – creating education material – Joan Morris, MSHA, MBA, RN
10:40 – 11:05	The Taste Test – Readability Tools
10:40 – 11:05	<i>Readability Tools: The Taste Test</i> –Angela Nienaber, MSN, RN-BC
	Exercise – Fry readability- Angela Nienaber, MSN, RN-BC
11:05 – 11:20	<i>The Final Taste Test: Reviewing Patient Education Materials</i> Kathleen Calderon, MSW, LISW-S
11:20 – 11:30	Judging of posters/ pick up boxed lunch
11:30 – 11:50	Assessment of posters
11:50 – 12:00	Questions/Evaluation