

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

April 26, 2016

- 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 Morgan, MBA, MSHA, RN
- 8:30 – 9:00 Creating Patient Education
8:30 - 8:45 *Needs Assessment* –Jill Guilfoile, MEd, BSN, RN-BC
8:45 – 9:00 Exercise – What makes good education? –Joan Morgan, MBA, MSHA, RN facilitator
- 9:00 – 9:30 Creating Patient Education- continued
9:00 – 9:15 *Using the Right Ingredients* - Joan Morgan, MBA, MSHA, RN
9:15 – 9:30 Exercise – plain language techniques- Joan Morgan, MBA, MSHA, RN facilitator
- 9:30 – 9:45 *Design: Key Elements to Make Your Material More Interesting* – Kathleen Calderon, MSW, LISW-S
- 9:45 – 10:00 Break
- 10:00 - 10:40 Exercise – creating education material – Joan Morgan, MSHA, MBA, RN
- 10:40 – 11:05 The Taste Test – Readability Tools
10:40 – 11:05 *Readability Tools: The Taste Test*–Angela Nienaber, MSN, RN-BC
Exercise – Fry readability- Angela Nienaber, MSN, RN-BC
- 11:05 – 11:20 *The Final Taste Test: Reviewing Patient Education Materials*
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