



Stake Your Claim To Health Literacy

Date: Wed., January 28, 2004
Location: Capitol Plaza Holiday Inn
City: Sacramento, CA

Register Now! More information available online at ncnmlg.stanford.edu/calendar/jtmtg2004/symposium.html
Or by phone: 800-338-7657

Why should I attend?

- Because 90 million Americans struggle to understand written health materials.
- Develop practical skills to become part of the solution to the Health Literacy problem.

Learn “next steps” in Health Literacy

What will I learn?

- How organizations and individuals are responding to the need for Health Literacy Initiatives.
- How you can respond to the need for increased language access, improved readability, and easy-to-read resources in health information.

Skills to serve Low Health Literate consumers

Who will be there?

- Experts in Readability Tools; Regulations, Standards, and Financial Impact; Cultural Considerations; and Non-print Resources.

Speakers

- Joyce Backus** (National Library of Medicine)
- NLM Initiatives and Response
- Neil Rambo** (MLA/Pacific Northwest Region)
- MLA Organizational Response
- Dean Schillinger, MD** (UCSF Sch of Medicine)
- Keynote Address

Panelists

- Christine Wilson Owens** (Ethnomed)
- Audrey Riffenburgh** (Riffenburgh & Associates)
- Beth Wescott** (NN/LM Southeastern / Atlantic Region)
- Sabrina Kurtz-Rossi** (Literacy Division, World Education)

Sponsored by the Pacific Southwest Regional Medical Library and the NCNMLG, MLGSCA, and PNC Chapters of the Medical Library Association.

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