

Health Equity and Disparities in the Time of COVID-19

July 20-24, 2020 | Virtual Conference 2020

IHA | 19th Annual Health Literacy Conference

Welcome! We will get started at 8 am PDT • 11 am EDT

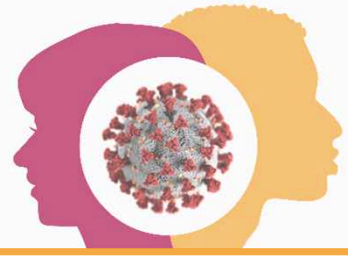
Housekeeping



Today's Session Information

- **Connect to audio** using your computer speakers
- **All attendees will be muted** during the presentation
- **At the end of the presentation there will be a Q&A session**
- Use the **Q&A feature to send your question** to the speaker(s)
- The **presentation will be recorded and posted** by August 3rd

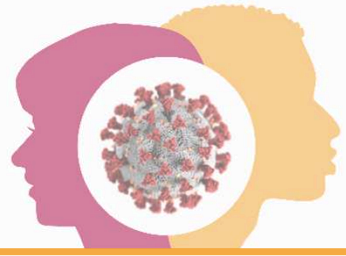
Housekeeping



Evaluations and Contact Information

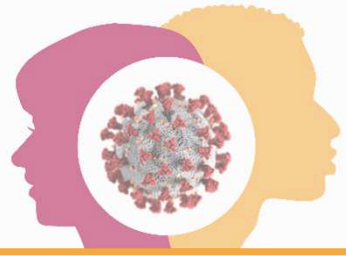
- Following the presentation, a link will be posted that will take you to a **brief session evaluation**
- **To receive CEUs you must submit an Overall Conference Evaluation.** A link to this evaluation will be emailed to all participants after the conference ends on Friday, July, 17
- Technical difficulties- email **support@limitlessasr.org**
- All other questions - email **conference@iha4health.org**

Why We're Here...



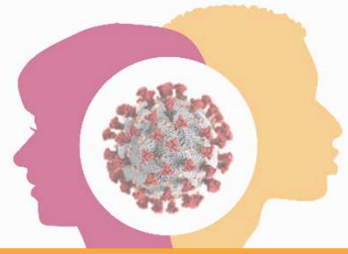
- Not your typical year
 - Pandemic
 - Disparities / Racial Tensions / Social Injustice / Sociopolitical Divisions
 - Economic Hardship
- Health Literacy: What is Our Role?
 - Clarity
 - Reduce Disparities / Move Toward Equity
 - Help Reframe / Rebuild Our Future / Empower
- How is this Conference Different?
- Your Role

About IHA




- The Institute for Healthcare Advancement (IHA) is a nonprofit 501(c)(3) Public Charity
- Our mission: “Empower people to better health”
- Active in health literacy since 1999 / Around since 1993
- We run the La Habra Family Resource Center, a local social services agency
- We partner with these local initiatives:
 - La Habra CRCC (Local Food Bank—one of the donation options)
 - Move More, Eat Healthy / La Habra Collaborative
 - Friends of Family Health Center (we founded in 1993 / former administrator)

Our Health Literacy Initiatives...



← → ↻ healthliteracysolutions.org/home ☆ ⚙ ⚙ ⚙ ⚙ ⚙


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IHA | The Health Literacy Solutions Center

Home Communities ▾ Directory ▾ Events ▾ Resources ▾ FAQs ▾ Browse ▾


Welcome back, Michael Villaire

- 👤 My Profile
- 👥 My Networks
- 📧 My Suggested Contacts
- 🔗 My Communities
- ⚙ My Notification Settings
- 📧 My Inbox

 Actions ▾

Recommended Activities

- ◇ Complete your profile
- ◇ View upcoming events



**Health Equity and Disparities
in the Time of COVID-19**

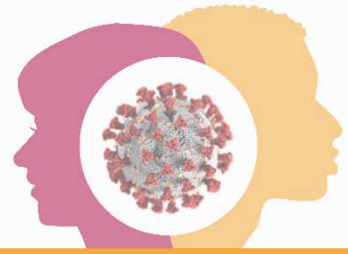
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IHA 19th Annual Health Literacy Conference

[Learn More About Virtual Conference](#)

[View Virtual Conference Agenda](#)

Our Health Literacy Initiatives...

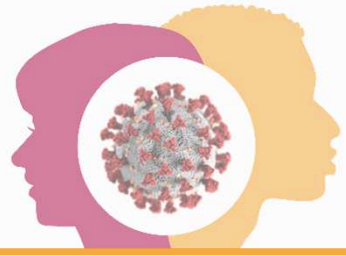


Health Literacy Research-Practice-Policy Conference

- Virtually October 19-21, 2020
- In collaboration with Horowitz Center for Health Literacy
- Details:
www.hlia-harcconf.org



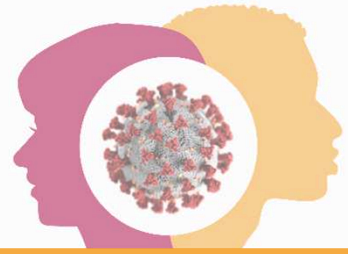
Our Health Literacy Initiatives...



Health Literacy Specialist (HLS) Certificates

- A suite of 7 assessment-based certificates / health literacy
- Based on a national survey of health literacy specialists
- Built according to Institute for Credentialing Excellence (ICE) standards
- First certificate—Language, Culture, and Diversity—due in Fall 2020
- Structured, customizable professional development
- Online, self-paced, rich multimedia, final exam

Our Health Literacy Initiatives...

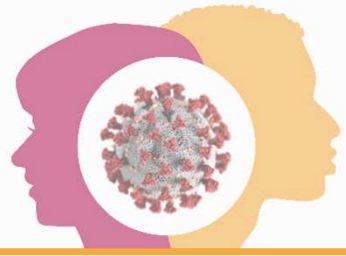


Health Literacy Research and Practice

Online, Open Access, Peer-Reviewed Journal

- Publisher—IHA
- Editor-in-Chief—Michael K. Paasche-Orlow, M.D.
- Practice Editor—Cynthia E. Baur, Ph.D.
 - More than 150 articles published
 - Available at no cost on PubMed
 - Indexed in *Index Medicus*
 - www.healio.com/public-health/journals/hlrp

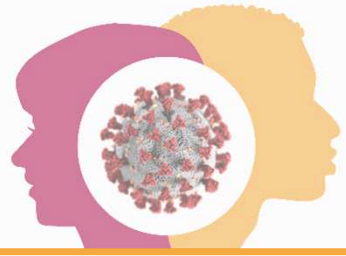
Our Health Literacy Initiatives...



Health Literacy Month

- October each year—Share your activities
- In collaboration with founder Helen Osborne
www.healthliteracymonth.org

During the Conference

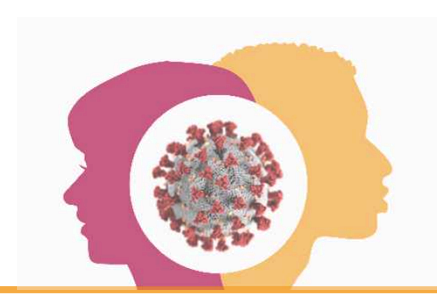


**Share What You Learn During the
Conference
Via Social Media**



**Twitter hashtag
Conference - #ihahlc20**

Thank you. And now, On With the Show!



**Don't forget to submit your comments on the Health Literacy
Conference Workgroup!**