

Health Literacy and Communication Strategies in Oncology

A National Cancer Policy Forum Workshop
In Collaboration with the Roundtable on Health Literacy

Keck Center of the National Academies
500 Fifth Street, NW - Room 100
Washington, DC 20001

DRAFT AGENDA

July 15, 2019	
7:30 am	Registration and Breakfast
8:00 am	<p>Session 1: Overview of Health Literacy and Communication Strategies in Oncology <i>Moderator: Karen Basen-Engquist, MD Anderson Cancer Center</i></p> <p>Welcome from the National Cancer Policy Forum and Roundtable on Health Literacy</p> <p>Overview of the Workshop <i>Planning Committee Co-Chairs:</i></p> <ul style="list-style-type: none"> ▪ Karen Basen-Engquist, MD Anderson Cancer Center ▪ Michael Paasche-Orlow, Boston University School of Medicine <p>Keynote Presentation: Leveraging Media for Cancer Education</p> <ul style="list-style-type: none"> ▪ Elmer Huerta, Medstar Washington Hospital Center <p>Cultural Competency and Best Practices for Communication with Multicultural Populations</p> <ul style="list-style-type: none"> ▪ Marjorie Kagawa Singer, University of California, Los Angeles Fielding School of Public Health <p>Panel Discussion Include speakers and</p> <ul style="list-style-type: none"> ▪ Ivis Sampayo, SHARE Cancer Support
9:45 am	Break
10:00 am	<p>Session 2: Strategies and Best Practices to Improve Communication Across the Cancer Care Continuum <i>Moderator: Randall Oyer, Lancaster General Health</i></p> <p>Strategies for Communicating about Prevention and Screening</p> <ul style="list-style-type: none"> ▪ Cathy Meade, Moffitt Cancer Center <p>Strategies to Improve Patient-Clinician Communication in Oncology Care</p> <ul style="list-style-type: none"> ▪ Anthony Back, University of Washington School of Medicine <p>Strategies for Communicating about Palliative and End-of-Life Care</p> <ul style="list-style-type: none"> ▪ Nina O'Connor, University of Pennsylvania Perelman School of Medicine <p>Strategies for Communicating Health Information in Survivorship Care</p> <ul style="list-style-type: none"> ▪ Frank Penedo, University of Miami

	<p>Communication With Adolescents and Young Adult Cancer Populations</p> <ul style="list-style-type: none"> ▪ Gwendolyn Quinn, New York University Langone Health <p>Panel Discussion</p>
12:15 pm	Lunch Break
1:15 pm	<p>Session 3: Communication Strategies to Build Public Trust and Counter Inaccurate Information about Cancer <i>Moderator: Nicole Dowling, Centers for Disease Control and Prevention</i></p> <p>Ensuring Effective Public Health Communication about Cancer, Perspectives from the Federal Government</p> <ul style="list-style-type: none"> ▪ Sylvia Chou, National Cancer Institute <p>Opportunities for Local and State Governments to Promote Effective Public Health Communication about Cancer</p> <ul style="list-style-type: none"> ▪ Shalewa Noel-Thomas, Washington, DC Department of Health <p>Strategies to Convey Accurate and Accessible Cancer Information to the Public— Perspectives from Consumer-Facing Organizations</p> <ul style="list-style-type: none"> ▪ Richard Wender, American Cancer Society <p>21st Century Media Strategies to Engage and Inform the Public about Cancer</p> <ul style="list-style-type: none"> ▪ Lisa Fitzpatrick, Promoting Practical Health, Inc. (“Dr. Lisa on the Street”) <p>Ensuring Responsible Media Communication about Cancer and Strategies to Build Public Trust</p> <ul style="list-style-type: none"> ▪ Ivan Oransky, Medscape <p>Panel Discussion Include speakers and</p> <ul style="list-style-type: none"> ▪ James Hamblin, The Atlantic
3:30 pm	Break
3:45 pm	<p>Session 4: Current and Future Research Strategies for Health Communication in Oncology <i>Moderator: Lisa Kennedy Sheldon, Oncology Nursing Society</i></p> <p>The National Cancer Institute’s Portfolio of Research on Health Literacy and Communication in Oncology and Priorities For Future Research</p> <ul style="list-style-type: none"> ▪ April Oh, National Cancer Institute <p>Novel Strategies for Using Internet and Mobile Technologies to Communicate Health Information</p> <ul style="list-style-type: none"> ▪ Lisa Richardson, Centers for Disease Control and Prevention <p>Tailoring Information about Cancer Genetics for Low-Resource Populations</p> <ul style="list-style-type: none"> ▪ Galen Joseph, University of California, San Francisco <p>The Use of Visual Design Strategies to Increase Effectiveness of Cancer Communication</p> <ul style="list-style-type: none"> ▪ Allison Lazard, University of North Carolina at Chapel Hill

	<p>The Role of Health Insurance Literacy in Cancer Care and Strategies for Building Patients' Financial Literacy</p> <ul style="list-style-type: none"> ▪ Mary Politi, Washington University School of Medicine in St. Louis <p>Panel Discussion</p>
5:45 pm	<p>Adjourn Day 1 Evening Reception</p>
July 16, 2019	
7:30 am	Registration and Breakfast
8:00 am	<p>Session 5: Procedures, Policies, and Programs to Assess and Address Health Literacy Needs of Patients and Families <i>Moderator: Michael Paasche-Orlow, Boston University School of Medicine</i></p> <p>Strategies and Policies for Health Care Organizations to Address the Needs of Patients and Families with Low Health Literacy</p> <ul style="list-style-type: none"> ▪ Urmimala Sarkar, University of California, San Francisco <p>Development of Patient Navigation Programs and Their Role in Promoting Health Literacy</p> <ul style="list-style-type: none"> ▪ Mandi Pratt-Chapman, George Washington University Cancer Institute <p>Clinic-Based Programs to Improve Symptom Management and Patient-Clinician Communication</p> <ul style="list-style-type: none"> ▪ Heidi Donovan, University of Pittsburgh School of Nursing <p>Policies and Incentives for Health Insurance Organizations to Promote Health Literacy and Effective Communication</p> <ul style="list-style-type: none"> ▪ <i>Speaker pending</i> <p>Panel Discussion</p>
10:00 am	Break
10:15 am	<p>Session 6: Stakeholder Perspectives and Priorities for the Path Forward <i>Moderator: Cathy Meade, Moffitt Cancer Center</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Sylvia Chou, National Cancer Institute ▪ Gwen Darien, National Patient Advocate Foundation ▪ Darci Graves, Centers for Medicare & Medicaid Services ▪ Marjorie Kagawa Singer, University of California, Los Angeles Fielding School of Public Health ▪ Claire Saxton, Cancer Support Community ▪ Robert Winn, University of Illinois at Chicago
11:30 am	Workshop Wrap Up
11:45 am	Adjourn