# Health Literacy and Communication Strategies in Oncology

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

**DRAFT AGENDA**

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

**July 15, 2019**

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<tr>
<td>7:30 am</td>
<td>Registration and Breakfast</td>
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| 8:00 am | Session 1: Overview of Health Literacy and Communication Strategies in Oncology  
**Moderator:** Karen Basen-Engquist, MD Anderson Cancer Center  
**Welcome from the National Cancer Policy Forum and Roundtable on Health Literacy**  
**Overview of the Workshop**  
Planning Committee Co-Chairs:  
- Karen Basen-Engquist, MD Anderson Cancer Center  
- Michael Paasche-Orlow, Boston University School of Medicine  
**Keynote Presentation:** Leveraging Media for Cancer Education  
Elmer Huerta, Medstar Washington Hospital Center  
**Cultural Competency and Best Practices for Communication with Multicultural Populations**  
Marjorie Kagawa Singer, University of California, Los Angeles Fielding School of Public Health  
**Panel Discussion**  
Include speakers and  
- Deborah Collyar, Patient Advocates in Research  
- Ivis Sampayo, SHARE Cancer Support  |
| 9:45 am | Break                                                                |
| 10:00 am | Session 2: Strategies and Best Practices to Improve Communication Across the Cancer Care Continuum  
**Moderator:** Randall Oyer, Lancaster General Health  
**Strategies for Communicating about Prevention and Screening**  
Cathy Meade, Moffitt Cancer Center  
**Strategies to Improve Patient-Clinician Communication in Oncology Care**  
Anthony Back, University of Washington School of Medicine  
**Strategies for Communicating about Palliative and End-of-Life Care**  
Nina O’Connor, University of Pennsylvania Perelman School of Medicine  
**Strategies for Communicating Health Information in Survivorship Care** |
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<td>12:15 pm</td>
<td>Lunch Break</td>
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| 1:15 pm  | Session 3: Communication Strategies to Build Public Trust and Counter Inaccurate Information about Cancer  
Moderator: Nicole Dowling, Centers for Disease Control and Prevention  
Ensuring Effective Public Health Communication about Cancer, Perspectives from the Federal Government  
- Sylvia Chou, National Cancer Institute  
Opportunities for Local and State Governments to Promote Effective Public Health Communication about Cancer  
- Shalewa Noel-Thomas, Washington, DC Department of Health  
Strategies to Convey Accurate and Accessible Cancer Information to the Public—Perspectives from Consumer-Facing Organizations  
- Richard Wender, American Cancer Society  
21st Century Media Strategies to Engage and Inform the Public about Cancer  
- Lisa Fitzpatrick, Promoting Practical Health, Inc. (“Dr. Lisa on the Street”)  
Ensuring Responsible Media Communication about Cancer and Strategies to Build Public Trust  
- Ivan Oransky, Medscape  
Panel Discussion  
Include speakers and  
- James Hamblin, The Atlantic |
| 3:30 pm  | Break |
| 3:45 pm  | Session 4: Current and Future Research Strategies for Health Communication in Oncology  
Moderator: Lisa Kennedy Sheldon, Oncology Nursing Society  
The National Cancer Institute’s Portfolio of Research on Health Literacy and Communication in Oncology and Priorities For Future Research  
- April Oh, National Cancer Institute  
Novel Strategies for Using Internet and Mobile Technologies to Communicate Health Information  
- Lisa Richardson, Centers for Disease Control and Prevention  
Tailoring Information about Cancer Genetics for Low-Resource Populations  
- Galen Joseph, University of California, San Francisco  
The Use of Visual Design Strategies to Increase Effectiveness of Cancer Communication |
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| 5:45 pm| Adjourn Day 1  
Evening Reception                                                   |
| July 16, 2019 | Registration and Breakfast                                      |
| 7:30 am| Session 5: Procedures, Policies, and Programs to Assess and Address Health Literacy Needs of Patients and Families  
**Moderator:** Michael Paasche-Orlow, Boston University School of Medicine

**Strategies and Policies for Health Care Organizations to Address the Needs of Patients and Families with Low Health Literacy**
- Urmimala Sarkar, University of California, San Francisco

**Development of Patient Navigation Programs and Their Role in Promoting Health Literacy**
- Mandi Pratt-Chapman, George Washington University Cancer Institute

**Clinic-Based Programs to Improve Symptom Management and Patient-Clinician Communication**
- Heidi Donovan, University of Pittsburgh School of Nursing

**Policies and Incentives for Health Insurance Organizations to Promote Health Literacy and Effective Communication**
- Kim Parson, Humana

Panel Discussion

| 10:00 am | Break                                                                 |
| 10:15 am| Session 6: Stakeholder Perspectives and Priorities for the Path Forward  
**Moderator:** Cathy Meade, Moffitt Cancer Center

Panelists:
- 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                                                                 |