

Health Literacy: Improving Health, Health Systems, and Health Policy Around the World
September 24, 2012

New York Academy of Medicine
1216 Fifth Avenue
New York, NY

Agenda

8:30-8:40 Opening Remarks
George Isham, Chair
Institute of Medicine Roundtable on Health Literacy

8:40-8:50 Welcome
Jo Ivey Boufford, M.D.
President, New York Academy of Medicine
Foreign Secretary, Institute of Medicine

8:50-9:00 Welcome—U.N. Secretary General's Office
Rebecca Affolder, MPhil
Global Health Advisor
Office of the UN-Secretary-General

9:00-10:30	Panel 1: Health Literacy Perspectives
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9:00-9:05 Introduction of Panel Participants

9:05-9:20 WHO
Jacob Kumaresan, M.D., Dr.P.H.
Executive Director, WHO New York Office

9:20-9:35 Policies and Programs Promoting Health Literacy Globally
Scott C. Ratzan, M.D., M.P.A.
Vice President, Global Health
Johnson & Johnson

9:35-9:50 United States - Health Literacy and Recent Federal Initiatives
Cynthia Baur, Ph.D.
Senior Advisor for Health Literacy
Center for Disease Control and Prevention
U.S. Department of Health and Human Services

9:50-10:10 From Policy to Implementation
Jennifer Cabe, M.A.
Executive Director and Board Member
Canyon Ranch Institute
and
Suzanne Thompson, M.S.
Vice President, Research & Development, Global Stewardship &
Innovation, The Clorox Company

10:10-10:30 Discussion

10:30-10:45 BREAK

10:45-12:30 Panel 2: Health Literacy Policy and Programs

10:45-10:55 Introduction of Panel Participants
George Isham, Chair

10:55-11:10 Canada
Sandra Vamos, Ed.D.
Public Health Agency of Canada

11:10-11:25 Australia
Nicola Dunbar, Ph.D.
Program Manager
Australian Commission on Safety and Quality in Health Care

11:25-11:40 Italy
Frederica Gazzotti, Ph.D.
Director of Communication Department
Reggio Emilia Health Unit

11:40-11:55 Ireland
Jennifer Lynch
National Adult Literacy Agency

11:55-12:30 Discussion

12:30-1:30 LUNCH

1:30-3:30 Panel 3: Innovations in Health Literacy

1:30-1:40 Introduction of Panel Participants
George Isham

1:40-1:55 Israel
Diane Levin-Zamir, Ph.D., M.P.H.
National Director, Department of Health Education and Promotion
Clalit Health Services

1:55-2:10 European Health Literacy Survey
Kristine Sorensen, Ph.D.
Project Coordinator
The European Health Literacy Survey
Maastricht University

2:10-2:25 Health Literacy Communications
Franklin Apfel, M.D.
Managing Director
World Health Communication Associates

2:25-2:55 Innovations from a Corporate Perspective

2:25-2:40 *Fikry Isaac, M.D., M.P.H., FACOEM*
Executive Director, Global Health Services and
Chief Medical Officer, Johnson and Johnson

2:40-2:55 *Michael Rosenblatt, M.D.*
Executive Vice President and Chief Medical Officer
Merck & Company

2:55-3:30 Discussion

3:30-5:00	Panel 4: Where do we go from here?
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3:30-3:40 Introduction of Panel Participants
George Isham

Each panel member will take 10 minutes to describe what he or she thinks are the next steps.

3:40-3:50 *Ilona Kickbusch, Ph.D.*
Professor Ilona Kickbusch
Director
Global Health Programme
The Graduate Institute Geneva
Switzerland

3:50-4:00 *Juergen Pelikan, Ph.D.*
Professor University of Vienna
Key Researcher, Health Promoting Hospitals
Director, WHO-CC Health Promotion in Hospitals and Health Care

4:00-4:10 *Donald Nutbeam, Ph.D., FFPH*
Vice Chancellor
University of Southampton
England

4:10-5:00 Discussion

5:00	ADJOURN
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