

Public Health Association of New York City

Health Literacy -- The Hidden Public Health Problem

When: March 12, 2014, 5:30-8:30 pm

Where: City University School of Public Health, 2180 Third Avenue, 2nd Floor Auditorium

Registration and Networking: 5:30 – 6:30 pm **Program:** 6:30 – 8:30 PM

Introductions/Moderator: Rita Baron-Faust, MPH, CHES, “The Power of Words”

Speakers:

- **Joy Simon Palmer, MeD:** “What is Health Literacy?”
- **Christina Zarcadoolas, PhD:** “Health Literacy as a Public Health Issue”
- **Lyla M. Hernandez, MPH,** "Improving Health Literacy on a National Scale."

Speaker Bios:



Joy Simon Palmer, MeD, is an independent Health Literacy Consultant and an Adjunct Professor at the NYU College of Nursing, where she teaches consumer and interactive Healthcare. During her more than six years as Director of Patient and Family Education at the NYU Langone Medical Center, she managed online patient resources and worked with department heads and clinicians to improve their patient education materials and institutional documents. She also headed the NYULMC Health Literacy and Patient and Family Education Councils, which organized professional and patient education events, including the first institution-wide “Patient and Family Education Week” in 2010. Simon-Palmer holds a Masters in instructional technology.



Christina Zarcadoolas, PhD, is a Professor at the City University of New York (CUNY) School of Public Health and founder and director of the New York Roundtable on Public Health Literacy. She is a sociolinguist and an internationally-known expert in health literacy. Her research focuses on analyzing and closing the gaps between expert knowledge and public understanding. Her critically acclaimed book, *Advancing Health Literacy: A Framework for Understanding and Action*, (co-authored with Andrew Pleasant, PhD., and Dr. David S. Greer, Jossey-Bass/Wiley 2006) was reviewed by *New England Journal of Medicine* referred, which called it “required reading” for public health professionals responsible for developing new tools for communicating with patients and the general public.”



Lyla M. Hernandez, MPH, Director of the IOM Roundtable on Health Literacy, has been a Senior Program Officer with the Institute of Medicine for the past 17 years. During that time she has been study director for projects related to public health, public health surveillance, health indicators, genomics, complementary and alternative medicine, and Gulf War veterans’ health. Hernandez was awarded the 2006 Institute of Medicine Research Cecil Award for significant contributions to IOM reports of exceptional quality and influence. They include: *Training Physicians for Public Health Careers*, *State of the USA Health Indicators*, *leading Health Indicators for Healthy People 2020*, *A Nationwide Framework for* and *An Integrated Framework for Assessing the Value of Community-Based Prevention*.



Rita Baron-Faust, MPH, CHES, is an award-winning medical journalist, author, and health educator. A 2009 graduate of Hunter College/CUNY, she earned an MPH in Urban Public Health/Community Health Education with academic honors. She is a regular contributor to the *RheumatologyNetwork.com* and provides corporate Lunch ‘n Learns and health education at work site health screenings for two major biometric screening companies, Summit Health and Impact Health. Ms. Baron-Faust is currently at work on a second edition of her book, *The Autoimmune Connection: Essential Information for Women on Diagnosis, Treatment, and Getting on with Your Life* (McGraw-Hill).