



Winter 2007

**Health Care Education MATTERS**  
the newsletter of the Health Care Education  
Association  
VOL 09 Issue 4

***Dear Colleagues,***

As I give thanks during this holiday season, I will certainly count HCEA amongst my blessings. I am grateful to have had the privilege of serving as your President in 2007.

Our annual conference always brings to light just how valuable our organization is for health care education professionals. This year's 10th Anniversary conference in Hartford was no exception. We set records for number of attendees, vendors, and international participants. This made the networking opportunities even more lively and fun than usual! I got to reconnect with friends and meet many new, wonderful colleagues. The rich knowledge and resources available amongst our members never ceases to amaze me. I left Hartford refreshed and motivated!

Speaking of motivated; Our 2008 Conference Planning Committee is in full swing. Their goal is to make this our best meeting yet! Mark your

calendars now for September 17-19 2008. The conference will be held in Phoenix, Arizona at the Mission Tempe Palms Hotel and Conference Center. Stay tuned for more communications from our conference chairs, Fran London and Penny Overgaard. Check the HCEA website soon for our Call for Abstracts. Share the wonderful work that you do!

The highlight of this year's conference, and my favorite accomplishment of the year, was the establishment of the Academy of Health Care Education Professionals. We have created an opportunity to acknowledge and honor the leaders in our specialty. Please visit our website, [www.hcea-info.org](http://www.hcea-info.org), to review the Fellowship criteria and download an application. Our first Fellows will be inducted during the 2008 conference. I would like to thank Amy Vega for leading this tremendous initiative.

My final thanks are for the 2007 HCEA Board. They are the most talented, dedicated, and inspirational group that I have ever worked with. I learned so much from each of them. It is bittersweet for me to move on from my role as President, but I look forward to serving our new President, Zeena Engelke as she leads us through another exciting year!

Thank you for giving me the opportunity to serve you.  
I wish each of you a happy holiday season and best wishes for the New Year.

Sincerely,

Linda Kocent, RN, MSN  
President, HCEA

## 2007 Fellowship Deadline Approaches

The Academy of Health Care Education Professionals was established in 2007 under the auspices of the Health Care Education Association. The purpose of the Academy is to grant recognition to professionals who have achieved established standards and have made significant contributions to the field of health care education through the use of the credential Fellow, Academy of Health Care Education Professionals (abbreviated as FAHCEP).

The deadline to be considered for this year is December 15th, 2007. Inductees will be honored at the 2008 HCEA Conference in Phoenix, Arizona.

Details at: <http://www.hcea-info.org/html/ahcep.html>

## Thanks to HCEA 2007 Vendors!

**HCEA would like to take a moment to thank all the sponsors who helped make the HCEA 2007 Conference a success!**



**Click here to see 2007 Sponsors**

## A thank you note

Dear All,

Thank you very much for making my journey at the US very special. I have enjoyed and sincerely appreciated every moment at the conference where I have received a lot of confirmations that I used wonder about, met people who speak the same language and shared challenges that I wondered about.

My Best Wishes to all of you and looking forward to a common Endeavour.

Sincerely,

Suheila Ali Hassan  
Senior Officer, Health Education  
Tawam Hospital in Affiliation with Johns Hopkins Medicine Al Ain -  
United Arab Emirates

## The Kleinman Questions - Part II

by Kathy  
Ordelt

Meeting the cultural needs of our patients and families involves a commitment to learning to work within the context of their different languages, customs, health beliefs and family relationships.

### **How do the Kleinman questions benefit patient care and education?**

Using the Kleinman questions is a trans-cultural approach meant to help you discover more about the patient and family's belief system about illness. The questions can:

- Open up a dialog about cultural beliefs that may have serious implications for care.
- Form a basis for a family-centered approach for both patient care and patient education.
- Help you focus on the family's health beliefs instead of our own clinical knowledge.
- Help you collaborate with the family to design a plan of care that includes their nonwestern medical practices.

### **When should I use the Kleinman questions?**

Ask the Kleinman questions on admission and then anytime you think further clarification of their health beliefs is needed. Use all of the questions or only some of them, based on the family's needs and your clinical judgment.

### **How do I use the Kleinman questions?**

You can develop your own method and style for using the Kleinman questions. Some suggestions to open up dialog are included here:

- I want to make sure that we take your health beliefs about Johnny's illness into account. I'd like to ask you a few questions and write down your answers for the rest of our staff to read as well.
- We want to meet your family's needs and beliefs while taking care of Susie. I'm going to ask you a few questions and write your answers down so the rest of our staff can learn about them as well.

### **Other helpful hints to keep in mind:**

**Listen to learn.** The first and most important skill in all communications is to employ active listening. Give the family enough time to tell you their story in order to understand the basis of their beliefs.

**Communicate and write it down.** Be sure to communicate the results of your conversation with the family to the rest of the interdisciplinary team and in the medical record for future caretakers to note.

**Build a bridge.** Seek ways to negotiate and create a win-win situation using both the family's health beliefs and our own medical practices.

### **Quotable Quote**

**"Most people don't listen with the intent to understand, they listen with the intent to reply"**

**Stephen Covey**

**The 7 Habits of Highly Effective People**

### **HCEA Conference 2008**

by Penny  
Overgaard &  
Fran London

2008 HCEA  
Conference  
Chairs

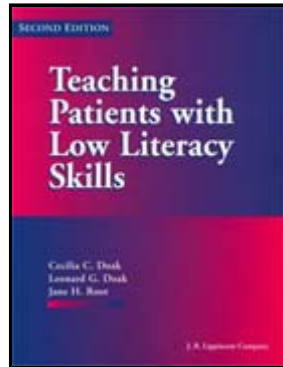
### **Tired of missing the big events?**



Ceci and Len Doak will be featured speakers at the 2008 HCEA Conference, *Building Communities through Education*, to be held in Tempe, Arizona, September 17th, 18th and 19th.

Mark your calendar now to plan now to join other health care educators at a conference that will make nodding off obsolete! \*

\* Rockwood K, Hogan DB, Patterson CJ. Incidence of and risk factors for nodding off at scientific sessions. CMAJ. 2004 Dec 7;171(12):1443-5.



Teaching Patients **with**  
**Low Literacy Skills**

**Second Edition**  
by Doak, Doak, & Root, 1996

*Teaching Patients with Low Literacy Skills* is now considered a classic text in health literacy. The authors, Ceci and Len Doak, are often introduced at health literacy conferences as the original gurus of health literacy. Their contribution to the field and to our understanding of clear communication principles has been profound.

## ListServe Hot Topic - Assessing Health Literacy

by Diane  
Moyer

Health educators need to use caution when testing patient's health literacy through tools like the TOFHLA (Test of Functional Health Literacy in Adults) because it may do more harm than good. Health literacy is the ability to read prescription bottles, medical instructions and appointment slips as well information related to diagnosis and treatment , and then use the information to make decisions about care. Using tools to measure literacy can give you an idea of whether the person can pronounce or read the words but the issue of health literacy is so much more complicated when you consider anxiety, medical terminology, fear, limited experience and other factors . No tool can give you that information.

Dr. Mark Williams at Emory who is in the AMA Foundation video on health literacy spoke at the HCEA conference last year in Atlanta and discouraged the use of testing in the clinical setting. The tools are helpful if you are doing a research project but the additional anxiety, shame and frustration potentially caused to the patients you administer them to in a clinical setting is not a good idea. The tools will not give you any indication about whether the patient can act on information he/she may read related to caring for himself/herself at home.

As providers, we need to establish a trust with the patients in our care and maybe ask, "How happy are you with how well you read?" as a way to find out whether the patient has concerns about their reading skills. The tools can be helpful for research or to do spot checks of literacy levels. There is no tool that gives a complete picture of a person's comprehension of materials they have read or been taught better than asking the patient to teach back.

**More information on assessing health literacy is available at:**

**Medscape**

<http://www.medscape.com/viewprogram/8203>

**Helen Osborne's site with articles and links**

<http://www.healthliteracy.com>

## Hospital Signage Documents

Health Information Translations has developed a set of common hospital signs with multiple translations. This signage is provided to meet the needs of hospitals, clinics, emergency response teams and others who assist the public during emergencies and at other times. The files are in PDF format to decrease the chance of symbols changing with certain fonts. Contact the project team if EPS format is needed.

Signs can be used without copyright restrictions. Use the [hospital signs](#) now. Some signs included are [Men's Restroom](#), [No Food or Drink](#), [No Parking](#), [Turn Off Cell Phones](#), [Vaccination Area](#), [Volunteer Center](#), and [more](#). Also included are [4-step guides for Decontamination](#), by language.

**Find these tools**

**at: <http://www.healthinfotranslations.com/>**

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