

2005 HEALTH CARE EDUCATION CONFERENCE

Gateway to Excellence



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HEALTH CARE
EDUCATION
ASSOCIATION



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*& St. Louis
Children's Hospital*



HOSPITAL • ST. LOUIS | HealthCare

The Premier Meeting
for Patient, Staff and
Community Educators

September 15-17, 2005 • St. Louis, MO

*The Parkway Hotel • 4550 Forest Park Blvd. • St. Louis, MO 63108
with Educational Sessions held at the Eric P. Newman Education Center*

Dear Health Care Education Colleagues,

It is with great pleasure that I invite you to join us in St. Louis, Missouri for the 2005 Health Care Education Gateway to Excellence Conference. The Planning Committee has developed a program that will provide an information-packed learning event. Regardless of your clinical practice, specialty or educational focus, the 2005 Health Care Education Conference is for you.

The Health Care Education Association is a learning community for professionals. We are committed to improving healthcare education in organizations through excellence in education. By joining us in St. Louis, you will have the opportunity to hear from leaders in the field of healthcare education and develop relationships with many top national healthcare educators.

This year, complementing our ongoing focus on patient, staff and community education, will be additional offerings geared toward Resource Centers and Family Libraries. We welcome those who will be attending and representing this crucial element of health care education. You will find networking opportunities and time to connect with others who share your focus at the 2005 Health Care Education Gateway to Excellence Conference.

Exhibitors from leading healthcare service and supply providers will be on hand. You can take time each day to visit the exhibits, attend the vendor panel and learn first-hand about the numerous resources available to help meet your organization's educational needs and goals.

Located in the heart of America, St. Louis is a metropolitan area of 2.5 million people. Known as the Gateway to the West, St. Louis is home to the world famous Gateway Arch. Among the many things to see and do are free attractions, including the Art Museum, Zoo, Science Center and Missouri History Museum. If you're looking for music, don't forget the Blues were born here. Visit one of the live music clubs or if ragtime is your thing, play Scott Joplin's ragtime tunes at the composer's restored historic home. Bring an extra suitcase, as St. Louis offers an eclectic array of shopping from upscale malls to antique and collectible stores. St. Louis is sure to have something for everyone.

If you have any questions, call HCEA at 888-298-3861 or email us at hcea03@cox.net. Hope to see you in St. Louis.

Sincerely,
Kimberly Crosby, MSN, RN
President-Elect, HCEA Conference Chairperson 2005
kac1293@bjc.org
314-454-2767

Health Care Education Association

P.O. Box 50603 - Amarillo, TX 79159-0603

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HCEA 2005 Conference Planning Committee

Chair:

Kim Crosby, MSN, RN
St. Louis Children's Hospital
St. Louis, MO

Yvonne Brookes, RN
Baptist Health South Florida
Miami, FL

Jane Cook, MSN, RN
University of Missouri Health Care,
Columbia, MO

Janine Drake MA, CCE, CLE, RN
Desert Springs Hospital Medical Center
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Cheryl Goddard RN
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Stephen K. Harmon, PhD, CHES
VA Salt Lake City Health Care System
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Diane C. Moyer, MS, BSN, RN
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Margaret Anne Singer, MS, RN
VA Boston Healthcare System
Boston MA

Lucy A. Tait, MS, RN
Saint Alphonsus Regional Medical
Center
Boise, ID

Overview

Features of the Conference:

- ◆ Pre-conference
- ◆ 3 Intensive Workshops
- ◆ Keynote and Plenary Speakers
- ◆ 18 Concurrent Sessions
- ◆ Poster Presentations
- ◆ Exhibit Hall
- ◆ Networking Events

Contact Hours

Contact hours pending. For more information, please contact the HCEA office at 1-888-298-3861.

CHES Credits

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH).

Objectives

1. Identify future trends, such as creativity in teaching, technological innovations, evidence based practice, patient safety and diversity, for health care education professionals.
2. Discuss regulatory processes for accreditation with an emphasis on staff and patient education.
3. Develop and enhance professional skills to optimize the effectiveness and efficiency of healthcare institutions.
4. Explore the latest resources and training methodologies available to patient, staff and community educators.

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Health Care Education Conference

September 15-17, 2005

Eric P. Newman Education Center • Saint Louis

*The Parkway Hotel - 4550 Forest Park Blvd. - St. Louis, MO 63108
314-256-7777*

Mention HCEA when making your reservations.

*The Parkway Hotel is this year's host hotel. The rate is \$109 Single/Double.
Reservations need to be made prior to August 15, 2005. After the cut-off date the room block
will be released and all reservations are subject to availability.*



St. Louis

There's so much to see and do in St. Louis, here are just a few of the hundreds of ways you can explore St. Louis for yourself:

Animal Instinct – Visit the world-famous Saint Louis Zoo, which has more than 6,000 exotic animals. The Zoo is located in Forest Park and admission is free.

Feed Your Soul – The Saint Louis Art Museum, also located in Forest Park, has an extensive collection of 30,000 objects from ancient to contemporary—and you can see it all for free!

Touch History – Visit the Missouri History Museum where a brand new exhibit gives visitors a glimpse at the storied 1904 World's Fair. Admission is free and the Museum is located in Forest Park.

Cool Science – There is always something exciting at the St. Louis Science Center. Hands-on exhibits allow visitors to explore and discover the intriguing world of science.

Ride 630 feet high to the top of the Gateway Arch, follow the Footsteps of explorers Lewis and Clark, explore Forest Park's lakes, paths and attractions, marvel at the Missouri Botanical Garden, flirt with Lady Luck on one of the area's five riverboat casino, or visit our friendly and charming neighborhoods. Discover the past at the Old Courthouse, the Black World History Museum and Faust Historic Village, tour the Anheuser-Busch Brewery or cruise the Mighty Mississippi on a paddlewheel riverboat.

Information about these and other activities are available at www.explorestlouis.com the St. Louis Convention & Visitors Commission Web site.

Schedule of Events

Pre-Conference

Pre-registration and additional fee of \$85.00 is required for pre-conference sessions. Please register for the pre-conference on the registration form (page 11 of this brochure).

Thursday, September 15

8:00 am – Noon

Using Appreciative Inquiry: Healthcare Education and Positive Change

Dr. Leah S. Kinnaird, EdD, RN
Creative Health Care Management



Purpose: To introduce Appreciative Inquiry (AI) to healthcare educators who can use a positive approach to organizational and individual needs for change.

In this situation, the educators have come from all over the United States (and possibly other countries) to network with each other and take home ideas and strategies for implementation in their own work and community settings. This session serves to introduce the concepts of AI, provide historical examples, and put the participants in touch with AI resources for their continued development and exposure to AI practices.

Objectives:

- 1) To describe Appreciative Inquiry and positive change perspectives.
- 2) To validate the health educator's role in leading change processes.
- 3) To identify Appreciative Inquiry resources and ways to continue to learn the AI process.

Healthcare educators are sometimes approached by leaders/managers to *solve problems* within the organization. The problems can be of most any kind...clinical, service, administrative, or interpersonal. Appreciative Inquiry provides a way of approaching each scenario from a positive perspective, bringing refreshing insight and commitment to desired changes. This workshop will provide information about the basic concepts, an introductory experience with AI, and resources to learn more about becoming an AI practitioner.

HEALTH CARE EDUCATION CONFERENCE

Gateway to Excellence

Thursday, September 15

General Conference

7:30 am – 4 pm **Registration**

1:00 pm **Conference Opening / Welcome**
Yvonne Brookes, RN
HCEA President

1:15 pm – 2:15 pm **Keynote Address - Healthcare Education as an Improvement Strategy: Leading the Challenge for Excellence**
Dr. Leah S. Kinnaird, EdD, RN – Creative Health Care Management
Healthcare educators are the internal consultants, strategic planners, scholars in residence, creative thinkers, and team players that can lead others through the “Gateway to Excellence” in health care. Being effective in these roles requires uncanny skill, political savvy, and a sense for what organizations and individuals need. Be a part of this presentation and learn how to be successful in leading organizational change.

Objectives:

1. To analyze the responsibility, authority, and accountability for being successful in education roles in health care organizations.
2. To describe three strategies to strengthen the role of the individual educator or the education department/service as a key player in improving health care.

2:15 pm – 2:45 pm **New Member Meet N’Greet**

2:45 pm – 3:00 pm **Refreshment Break with Exhibitors**

3:00 pm – 3:45 pm **Vendor Panel**

3:50 pm – 5:05 pm Concurrent Sessions

CC 1. Coaching as the “Secret Sauce” in Your Communication Tool Kit

Linda Miller, MA, Master Certified Coach

Ever leave a conversation knowing that it didn't go well? Ever wonder how to be more effective with your communication to staff, patients, and the community? Ever get frustrated and wish the other person would “get it”? Coaching has been proven to be a highly effective communication model that can improve work and personal relationships. During this highly interactive session, as the coaching process and skills are introduced, you'll practice and experience coaching as a learning modality. Come prepared to learn from each other as you sample the secret sauce!

CC 2. Translated Patient Education Resources – A Collaborative Project

Diane Moyer, BSN, MS, RN; Karen Guthrie, BS, MS, RN

Patient education coordinators from three large health systems in central Ohio pool their expertise to launch a project to expand the inventory of easy to read translated patient education materials for use in their systems. Additionally, the inventory of materials is available as dual language documents on a website without copyright restriction for use by other health providers.

This presentation is an overview of the project. The primary goal of the project is to improve the communication between health care providers and limited English proficiency (LEP) patients by creating a unified, non-repetitive, and more expansive online inventory of foreign language patient education materials to improve health outcomes in the LEP populations.

Aspects of the project planning that will be discussed include:

- ♦ Soliciting support from the health care systems and the community
- ♦ Securing funding
- ♦ Assessing needs to identify education topics that require translation
- ♦ Eliciting input from immigrant groups in the community related to health practices, health education needs and cultural variations to consider in material development
- ♦ Developing materials
- ♦ Securing culturally appropriate illustrations

- ♦ Translating and reviewing materials
- ♦ Constructing the website and tailoring materials to each system
- ♦ Marketing the site and materials
- ♦ Maintaining the project

This presentation would be beneficial to those interested in aspects of collaboration, as well as those dealing with meeting needs for translated patient education materials for educating the growing immigrant populations seeking health care.

CC 3. Come One, Come All – to the JCAHO Fair!

Janine Drake, MA, CCE, CLE, RN, MAOM

Aiding incorporation of JCAHO focuses' can sometimes be overwhelming in the healthcare environment. How do you make it fun and informational at the same time? By using the 'county fair' set-up you can reach the far corners of your facility and entice ALL staff to participate and learn. Fun activities combined with question/answer requirements and the ever-ready give-away help impart general (hospital identified need) or targeted (national patient safety goals) JCAHO information.

CC4. Competencies for Cancer Patient Education Network (CPEN)

Jean A. Just, MSN, BC, CS, RN

The purpose of the CPEN Staff Development Committee is to support the overall CPEN mission by the promotion of staff development activities that contribute to excellence in patient education. A current issue in patient education is establishing competencies for clinical staff who are educating patients. A competency is defined as the knowledge and skills required of health care providers to provide patient education to patients with a cancer diagnosis. To assess competencies for cancer patient educators, a tool listing key competencies was developed based on a review of the literature and expert input from CPEN cancer patient educators affiliated with National Cancer Conference designated comprehensive cancer centers. The tool will be sent to current CPEN members who will be asked to indicate the importance of each competency and to evaluate their skill level with each competency listed if they provide direct patient care. Data will be analyzed to determine ranking of competencies by importance and to determine correlations between importance of competency and identified skill level. Implications for further staff development of patient education skills will be discussed.

5:05 pm – 6:00 pm Reception with Exhibitors

7:00 pm

Dine-Around

Join friends and colleagues for an evening of good food, great conversation and fun! HCEA will make the reservations, all you have to do is choose a restaurant. A list of local restaurants along with a description of the food served, price range, and time to meet will be posted near the registration area. Sign up for the restaurant of choice and meet at the time posted.

7:30am – 8:30 am Continental Breakfast & Exhibit Hall /Posters

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

8:30 am – 11:15 am **Intensive Workshop** (Break from 9:45 am - 10:00 am)

IW1. How to Use the Power of Story for Healing

Chris King

During this interactive workshop, we will discuss the why, who, what, when, where and how of using the power of story and storytelling for healing. It will help those who feel they have no stories to tell; those who have stories, yet want to learn how to tell them effectively; and for those who are already telling stories, but want to perfect the telling of those stories. Together we will work on discovering our stories, finding out what constitutes a successful story, and how to create stories that are compelling, powerful, and lasting. By the end of the workshop, participants will have at least one story started and the tools to perfect a healing story that each will be eager to tell and others will be eager to hear.

8:30am – 9:45 am **Concurrent Sessions**

CC5. Using the “Stages of Change” Model to Improve Communication about Advance Care Planning

Cindy Westley

Advance Care Planning is a dynamic behavior change process to help patients/consumers plan for future medical care. This session will assist participants in the development of skills and knowledge for both initiating discussions as well as developing successful advance care plans. Each person is unique in determining his or her wishes regarding treatment options, but there is not always a clear understanding of those wishes in critical situations and at the end of life. This has made it imperative that we think and talk about these sometimes difficult, emotionally charged subjects. Studies, such as the SUPPORT study, have provided conflicting information about advance directives, but efforts of communities like La Crosse, Wisconsin, have demonstrated the value to health care consumers and providers in promoting routine discussions of future medical care and developing systems to maintain and follow documentation about a patient’s plans and wishes.

CC6. “Diabetes Self-Management Education – What Works Best?”

Andrea Diedrich, MS, RN

This session/poster describes the development and testing of three methods of providing education to persons with diabetes in a rural Midwestern county. The results of a community survey indicated that two-thirds of respondents had an interest in receiving diabetes education. The current diabetes education programming provided by the community health system involves an individual 2 hour face-to-face assessment and 2 hours of class for 4 consecutive weeks. Over half of the survey respondents were aged 25 – 64 years, which suggested the need for alternative programming to meet the needs of active and employed adults. We designed two alternative modes to provide diabetes education: single day programming on Saturday for seven hours; and computerized programming that was accessible via participant home computers. Both alternatives included the individual 2-hour face-to-face assessment prior to the education program. We will describe the alternative methods and compare outcomes of the three methods using a standardized tool (Diabetes Knowledge Questionnaire [DKQ-24]), HgbA1C values, and program evaluation data. Preliminary outcomes indicate a statistically significant decrease in the number of incorrect answers on the DKQ-24 and lower HgbA1C for participants after attending any of the diabetes education program methods. We will report any differences in outcomes among methods, and we will compare the demographic characteristics of participants who self-selected to each method. Our results have implications for the design and implementation of community-based diabetes education programming that meets the diverse needs of adults.

9:45 am – 10:00 am Break with Exhibitors

10:00 am – 11:15 am Concurrent Sessions

CC7. “Growing your Own at All Levels

Lynn Fischer, Mary Hoffner

This session will address the strategic importance of investing in entry-level employees that have the potential to advance within the healthcare organization. Proven programs that result in employee job advancement at St. Louis Children’s Hospital discussed in detail. One such program is the School At Work (SAW) “Building a Career Ladder in Healthcare” program. The SAW model was developed by Catalyst Learning with funding from the U.S. Department of Labor Employment and Training Administration and has been used by over 125 healthcare institutions in the United States. Research defining the cost of turnover among non-nursing staff will be presented and attendees will be provided with a tool to determine the Return on Investment on entry-level employee education at their own hospital.

CC8. “Community Education through Partnerships”

Carolyn Schainker

St. Louis Children’s Hospital (SLCH) uses partnerships/ sponsorships to deliver educational messages to the community. By selecting organizations with a complimentary product/service, kid-friendly (or new mom-friendly, older person-friendly, etc, depending on the hospital’s patient mix) message, desirable location(s) and needed resources, hospitals can greatly expand their reach and effectiveness in delivering educational messages to targeted segments of the community. SLCH has partnerships with more than 10 different organizations, each with its own unique relationship and benefits. Determining what the mutual benefits are for each organization will make the partnership a win-win situation. Establishing clear, written partnership parameters up-front better insures both parties reach their goals and view the partnership favorably. Forming successful partnerships can be extremely rewarding, yet many obstacles can get in the way. Unclear expectations, changing needs, personnel transitions, poor follow through and complacency are some of the issues that may evolve. When successful, partnerships and sponsorships can greatly expand a hospital’s community reach, both geographically and to the right people; can provide the hospital with more and/or better material, personnel and financial resources; and can give the hospital the “halo” effect by association with a highly regarded community organization.

11:15 am – 12:00 pm Lunch with Exhibitors

The Intensive Workshop and Concurrent Sessions run simultaneously. Please choose from either the Intensive Workshop or Concurrent Sessions.

12:15 pm – 3:00 pm Intensive Workshop (Break with exhibitors from 1:30 p.m. - 1:45 p.m.)

IW 2. Community Health Libraries: Meeting the Needs, Filling the Gaps

Maria Grabowski

Patients at specialized medical institutions have complex and highly variable needs for health care information. This presentation reviews approaches for successful implementation of ambulatory patient education, based on experience of the Health and Cancer Information Center in a major urban hospital. Program success can be based on the following steps: identify client demographics and health needs, select appropriate teaching strategies, identify key staff and resources, implement programs and systems, inform the client population to promote resource use, and evaluate programs to further enhance educational and supportive goals. Some innovative approaches to be reviewed in depth include educational partnerships with community organizations, and use of internet resources, educational kiosks, and resource databases. A specific example will be provided: implementation of a reproductive endocrinology patient teaching brochure to address unmet oncology patient needs. Success in patient education is measured one client at a time, using a wide variety of teaching tools to help clients become their own best health care advocates.

12:15 pm – 1:30 pm Concurrent Sessions

CC9. “Back to School – Collaborating with Nursing School Faculty to Recruit and Retain RNs” – Intermediate

Janette Helm, MA, CHES, RN

This session will provide descriptions of a variety of education and H.R. support strategies to assist in R.N. recruitment and retention efforts. Descriptions of successful strategies will include:

- ♦ A training grant from the Dept. of Workforce Development to “re-train” incumbent R.N.s working on a telemetry medical surgical unit. The grant provided an opportunity for R.N.s to go back to the classroom for 55 hours of instruction provided by Nursing Professors from the local Nursing School, as well as hospital staff.
- ♦ A series of focus group sessions with R.N.s from the same unit to determine how H.R. and Education could help to meet the needs of their unit. Within one year following these two interventions for this unit, open R.N. positions were reduced from 13 to 0, with 0 turnover in R.N.s who completed the classes provided.

Other more broad-based strategies include:

- ♦ Expanded orientation for Graduate Nurses, including support sessions and educational resources for NCLEX exams provided by the Nursing School Faculty. Retention after nine months is 80 percent.
- ♦ Nursing students provide research project poster presentations at the hospital for nursing staff to attend.
- ♦ Nursing School faculty work collaboratively with hospital staff to provide Preceptor Workshops.

CC10. Asthma – Take Action! Teaching the Asthma Action Plan to Control Asthma

Ann Borgmeyer, MSN, RN, CPNP

Asthma is the most common chronic disease of childhood and affects nearly 5 million children in the United States. It is critical to the health and well being of children that caretakers learn about and implement best asthma practice as they care for children with asthma. The National Asthma Education and Prevention Program (NAEPP) Expert panel Report Update 2002 recommends a proactive approach to asthma education and promotes the use of an Asthma Action Plan. The Asthma Action Plan is a one page teaching tool that includes daily management as well as steps to handle an asthma exacerbation. This session will utilize a case study to present an update about childhood asthma and a practical approach to developing an Asthma Action Plan. There will also be an interactive discussion about using the Action Plan as a teaching tool to educate children, parents, and caretakers about asthma to promote asthma control. After attending this session the learning will be able to discuss: 1)Anatomy and physiology of asthma; 2)Asthma triggers and controls; 3)The Asthma Action Plan and it use in education and control; and 4)Adapting education principles to asthma education.

1:30 pm – 1:45 pm Break with Exhibitors

HCEA’s Conference is the perfect opportunity to touch base with vendors and see what’s new. The following organizations are confirmed vendors at press time and look forward to visiting with you at the conference.

- | | |
|---|-------------------------------------|
| ■ American Academy of Family Physicians | ■ Nursing Spectrum |
| ■ ELI, Inc. | ■ Pritchett & Hull Associates, Inc. |
| ■ Krames | ■ SVI Systems, Inc. |
| ■ MDM Commercial | ■ The Ken Blanchard Companies |
| ■ Medex | ■ Wired.MD |

1:45 pm – 3:00 pm Concurrent Sessions

CC 11. “Over the Rainbow and Under the Sea: Use of innovative presentation methods”

Faith Hammel, MN, RNC

Need to teach a topic quickly, in less than 15 minutes? Staff meetings, council meetings, practice committee meetings, so many meetings, and so little time. How to design a quick and easy innovative presentation that can be disseminated to multiple audiences by varied educators? What do you need to teach? How long do you have to reach the audience? Who can help you present the materials necessary for the entire health system? Discover a tool to educate 1400 employees in one week, across three hospitals.

CC 12. “From Marketing Communications to Learning Communications-a New Role for Health Education”

Judy A. Hoff, MA, BSN, RN

As our well informed consumers look for more and more information on the internet, a communication shift has occurred. In the past, much of the emphasis in medical centers was placed on marketing communications. Now, consumers are looking for learning communications. A good learning communications strategy can direct your customer to your website for local information. This brings a new more important role of the health educators.

This is truly and exciting time to be in healthcare education! At the completion of this session you will be able to compare and contrast marketing communications and learning communications as well as describe and develop a learning communications for your facility.

CC 13. “Partnerships in Children’s Injury Prevention Education”

Rosemarie Battaglia, MSN, RN

Injury is the leading cause of childhood and adolescent death and disability (Pediatrics, October 1994). Counseling parents on common childhood injuries prevents morbidity and mortality (Pediatrics, October 1993). MUSC Children’s Hospital Ambulatory Care Primary and Specialty Clinics have undertaken an initiative with the South Carolina SAFE KIDS Coalition to ensure that all children visiting clinics at MUSC receive safety injury prevention teaching. This initiative involves staff nurses from each clinic preparing a bulletin board with the topic of the month driven by an annual calendar produced by the SC SAFE KIDS a division of the National SAFE KIDS Campaign. In addition to the bulletin board the group determines the most appropriate instruction sheet for all staff to distribute and document. The Safe Kids Coalition participates in providing schools with the same calendar and educating the community.

The topics chosen meet goals set by the SC Department of Health and Environmental Control as well as supplement the American Academy of Pediatrics TIPP Injury Prevention Program already in place in the MUSC Children’s Hospital clinics.

3:15 pm – 4:15 pm Plenary
CPR to the Rescue: Creativity + Passion = Results

Chris King



Edward de Bono wrote, “Creativity is a great motivator because it makes people interested in what they are doing. Creativity gives hope that there can be a worthwhile idea. Creativity gives the possibility of some sort of achievement to everyone. Creativity makes life more fun and more interesting.”

In this lively and interactive session, **Chris King** will set a passionately creative tone for the Health Care Education Conference 2005. She will challenge participants to believe in their creativity, to think in ways they haven’t thought before, and to do what they haven’t dared to do - and do it with passion and fun!

4:15 p.m. - ? **Do-Around**

Take advantage of the opportunity to explore and see all there is to “do” in St. Louis. The HCEA registration desk has plenty of brochures and information available for you.

8:00 – 8:45am Breakfast / Networking Tables

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

8:45 – 11:45 AM Intensive Workshop (Break from 10:00 am - 10:15 am)

IW 3. “The ABC’s of interpretation and translation - meeting the needs of people with Limited English Proficiency”

Andrea Henry

As more and more people of foreign birth immigrate to America, the diversity of healthcare populations grows each year. This diversity has created new communication challenges for both the patients we serve, as well as for the physicians and staff who care for them in clinical and community health settings. In an effort to better equip staff and help meet patients’ language needs, this intensive workshop session will explore the following topics:

- ◆ Using trained interpreters can help enhance excellence in patient safety, quality of care and patient satisfaction.
- ◆ Techniques for working with interpreters effectively.
- ◆ The cost-benefits of providing trained interpreters.
- ◆ Written translation of documents and tips for ensuring quality.
- ◆ An overview of Children’s Healthcare of Atlanta’s Interpreter & Translator program with an emphasis on best practice program structure (dispatching model); the pro’s and con’s of bilingual employees as interpreters; data tracking and analysis for quality and growth.
- ◆ Evidence and research will be presented to verify findings.

8:45 am – 10:00 am Concurrent Sessions

CC 14. “The Computer Ate My Book: Automating the Family Library/ Resource Room’s Collection”

Prentice Beckett, MLS

At some point, every family library or resource room will have to consider whether or not to digitalize their collection of books and other pediatric health related material. Those that are fortunate enough can address this issue prior to the opening of their center, those less fortunate, like the majority of us, will approach this decision after the library or resource room has been opened for some time. There are numerous software packages and vendors that offer an array of services with their automation software. Taking the time to review and demo the proposed packages should be an important step in selecting the package that’s the best fit for your collection. At the most basic level, the automated system should allow the patients, their families and clinical staff, to search the collection by subject, keyword or author. The retrieved information could include book and journal titles, patient education teaching sheets, educational pamphlets, educational videos or DVDs.

The purpose of this presentation is to help library, resource room coordinators and staff understand the steps in involved

in automating their collection. Helping them formulate the questions they need to ask and have answered before they start down the long road to automation.

This presentation will suggest tools to help them focus their thoughts and assist with developing questions when reviewing automation software packages and vendors and eventually, selecting one or two of the most appropriate software packages for their collection. One key concept to keep in mind during this time; the Information System’s Department should play an integral part in the entire process. This department will have a wealth of information and can provide insight on the compatibility of the proposed software packages with the institution’s existing operating system. They can answer the technical networking questions, which could impact the performance of the new software.

While sharing insights and lessons learned from automating our collection at The Family Library at The Children’s Hospital of Philadelphia, attendees will leave with a clearer understanding of the entire automation process from start to finish.

8:45 - 10:00 am Concurrent Sessions Continued on Page 12-->

8:45 am - 9:45 am Concurrent Sessions Continued

CC 15. "Implementing a Patient Safety Campaign – A Toolkit"

Geri Schimmel, MS, RN

This interactive workshop will give participants the skills needed to assess, plan and implement a patient safety campaign. Discussion will focus on evidenced –based techniques to personalize tools for assessing the "Culture of Safety" in an organization; developing a guiding philosophy for patient safety; mandatory education; CEO rounds; safety briefings; visual marketing (ie posters and screen savers for the National Patient Safety goals, Do Not Use abbreviations, Core Measures). Emphasis will be placed on using this campaign to tie the organizations Mission, Vision, Performance Improvement initiatives and Risk Management strategies together to provide improved quality of care through patient safety.

CC16. Assessing the Caregiver/Child Relationship in Patient and Family Education

Sally Carmen, MSN, CPNP, RN

Assessment is a key component of nursing. However, frequently the nurse does not apply the assessment process of the caregiver/child relationship as a key component of patient and family education.

The relationship of the caregiver and child is an important "variable" that can influence the educational outcomes. The child's illness is often influenced negatively or positively by the relationship. Sometimes the illness or condition is even caused due to caregiver neglect or poor nurturing and health promotion. When the caregiver and child are not well bonded and the relationship shows evidence of dysfunction, the nurse should assess and intervene, not just educate. If relationship assessment is not applied to the nursing process of patient education, then any educational efforts could be ineffective and may even perpetuate the child's illness or condition.

This presentation will develop comprehensive objective caregiver/child relationship assessment skills applicable to patient and family education. The effective assessment of caregiver/child relationship includes basic understanding of: nonverbal social cues, concepts of reciprocity and contingency, appropriate child expectations, child empathy, caregiver and child roles, fostering child development, recognition and reduction of child's distress. Assessment techniques include: objective observation of caregiver/child interaction, family questionnaire, and interview techniques. Application is also made to the "nurse as caregiver" of the child and assessment of the nurse's ability to form a therapeutic relationship with the child in a pediatric setting.

9:45 am – 10:15 am Break

10:15 am – 11:30 am Concurrent Sessions

CC 17. "Spinning Straw Into Gold-Grant Proposal Writing to Fund Your Programs"

Ellen Ferrand

To those outside the development or fund-raising field, the process of grant proposal writing or cultivating donors can seem daunting. In this session, health care educators will learn that grant proposal writing and fund-raising is not that different from tasks they do every day such as developing an educational plan for their clients. Participants will learn to describe a funding need using a process of assessment, planning, implementation and evaluation. The ability to succinctly describe a funding need is a critical first step in grant proposal writing and in working with donors. Participants will then learn how to find funding opportunities and how to work with donors to optimize fund-raising and establish the foundation for a long-term relationship with a donor.

CC 18. "Capturing Spirit in the Workplace"

Janette Helm, MA, CHES, RN

Surveys, articles, books, and dissertations ranging from several years ago to present day indicate employees want more from

their workplaces than pay increases and benefits. Terms often used to describe what employees want include: meaningful work, work that makes a difference, appreciation for quality work. Stephen Covey has added to his classic, original "seven habits" an 8th habit that emphasizes fulfillment in the workplace. Many companies say and truly believe that people are their most important asset; yet lack a strategy to implement simple, inexpensive practices that can build morale and increase the sense of fulfillment of their employees. Educators have a unique opportunity to take their coaching, teaching, mentoring roles to a level that promotes the expression of "spirit at work", with simple actions. Ask a room full of health care workers why they chose their particular career path, and most answers will include some element of "helping", "serving", "caring", or a similar driving force. Drawing on models from psychology, spirituality, as well as current management literature, this session will provide simple, tangible practices that will help participants re-energize their own spirit at work, and also help others in the workplace find their spirit; the intangible drive in each of us that gives meaning to our work and our lives.

11:45 am – 1:15 pm Celebration of Excellence Luncheon

1:15 pm – 2:30 pm General Session (Membership & Business Meeting)

Posters:

1. Practical Tips for Successful Career Planning
Lygia Lee Arcaro, MSN, MHA, RN, BC
2. Using Critical Thinking and Principled Negotiation to Enhance Patient and Staff Satisfaction
Carol Blee, MSN, RN, CMSRN
3. H.U.G.S.: An outreach and support program for children dealing with a family breast cancer experience
Jill Bokern, RN, Teresa Deshields, PhD; Mary Ellen Swatske, MSN, RN, CS M-SCNS
4. The Professional Portfolio as a Professional Development Tool
Sandra Bunn, MS, RN, CRRN
5. Engaging Support Staff in Patient Fall Prevention
Eileen Costantinou, MSN, Melissa Krauss, MPH; Maria Carroll, RN; Shirley Johnson, MBA, MS, RN
6. Meeting the Health Information Needs of the Community
Ginny Digman, BSEd, RN
7. Shared Vision: Nursing and Quality Strategies for JCAHO Survey Readiness
Dorothy Foglia, MS, RN
8. If First You Don't Succeed: Evolving Strategies for Increasing Floor Referrals. How We Finally Connected With the Floors and Dramatically Improved Our Statistics
Georgiana Grant, MSLIS
9. Interdisciplinary Preceptor Development Workshop
Jill Guilfoile, BSN, M.Ed.
10. Patient Educators: Mobilizing Stakeholders to Achieve Excellence
Debra Hall, MA
11. Standardizing Patient Education Across a Large System: A Case Study
Veronika Harris, RN, Jean Neiner
12. What is a Clinical Resource Nurse and How Can You Develop your Own?
Courtney Harrison, BSN, RN
13. Who Says Pigs Can't Fly: Getting a Learning Center for Children and Teens Off the Ground
Carol Kirshner, MA
14. Bridging the Gap Between CVC Clinical Skills and Education
Anne Longo, MBA, RN, Debby Mason, MSN, RN; Sue Schilling, RN
15. Process Improvement Through Development of Assistive Personnel Competence
Judith Roberts
16. State of the Art Computer and Website Technology in a Consumer health Library Setting
Kristen Samatis, BS, CHES
17. Technology and Innovation in Patient Education: Health Education Video on Demand at the Bedside
David Schofield
18. A Creative Approach for Educators: Building Project Teams To Improve Performance
Margaret Anne Singer, MS, RN
19. Research Trends in Diabetes Education: Implications for Patient Education Practice
Jackie A. Smith, PhD
20. Peer Selection Process-How a 3.5 Hour Workshop was Redesigned into Blended Learning Format
Carol Tierney, MSN, RN
21. Flops and Failures In Healthcare Education: Making The Best of Worst Practices
Amy Vega MBA, MHA, RHEd
22. Use of an Online Orientation Tracking Tool for New Nurses
Jennifer Williams, MSN, RN, APRN-BC, M-S CNS, CCRN
23. Measuring Success! The 5 year Journey of the Emergency Dept. Nursing Fellowship
Jennifer Williams, MSN, RN, APRN-BC, M-S CNS, CCRN
24. Using PETs to Promote Patient Education
Laurie Wood, MSN, RN

Transportation Tips

Parking around St. Louis Children's Hospital, the Eric P. Newman Education Center and the Parkway Hotel is limited. The Metrolink is the easiest way to get to each facility. The "Metro" will take you from the airport to a station less than a block from the Parkway Hotel. The fare is \$3 each way. Visit the Parkway Hotel website at www.theparkwayhotel.com for more detailed information about using the Metrolink.

Airport Taxi and Shuttle Service - Taxis and shuttle services are readily available just outside the baggage claim area.

Driving Directions by Car from the Airport to the Parkway Hotel

- Take I-70 West exit toward **Rental Car Return** - go 0.1 mile
- Continue on **Airflight Drive** toward **Rental Car Return** - go 0.1 mile
- Bear **right** to take **1-70 East** toward **St. Louis** - go 7.8 miles
- Take exit **#244B** toward **Kingshighway** - go 0.2 miles
- Continue on **Bircher Blvd.** - go 0.1 mile
- Turn **Right** on **Kingshighway Blvd.** - go 3.5 mile. Turn left on **Forrest Park Avenue** - go 0.3 mile
- Arrive at **4550 Forest Park Avenue, St. Louis**, on the right

2005 Health Care Education Association Board of Directors

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An Invitation to Join



HEALTH CARE EDUCATION ASSOCIATION

The Health Care Education Association (HCEA) is the premier organization for health care staff and patient educators in North America. We support and mentor health care educators for small and large staffs, and in rural and metropolitan settings. Our mission is to provide a learning community for professionals committed to improving health care and the organizations they serve through education.

HCEA Membership Benefits Include:

- Representation by a professional association
- Significant discounts to the Annual Health Care Education Conference (Continuing Education Credits Available)
- Opportunities to Network with other professionals
- A timely and topical Newsletter with up-to-date information on important issues such as JCAHO and HIPAA, and the latest trends and products in Patient and Staff Education (Open to member submissions)
- Complimentary materials for National Health Care Education Week
- An informative web-page with a Members Only Directory
- Access to Listservers and The Best Practices Network
- Discounts on HCEA products and services

Who Are the Members of HCEA?

- Staff Development Educators
- Patient and Community Educators
- Education Department Directors
- Training/Organization Development Professionals
- Quality Improvement Professionals
- Managed Care Professionals
- Medical Librarians and Resource Center Professionals
- Consultants and Vendors Serving Education Professionals

They are Health Care Educators who work in every health care setting.

HCEA Corporate Membership Program

HCEA's Corporate Membership Program provides your company/institution with the opportunity to forge a mutually beneficial relationship with this important group of professionals. For a full description of all the benefits included in the program, please contact the HCEA Office.

For More Information:

Health Care Education Association

P.O. Box 50603 - Amarillo, TX 79159-0603

Phone: 888-298-3861 Fax: (806) 354-1656

Email: hcea03@cox.net

Web: www.hcea-info.org

Registration

REGISTRATION FORM

Name: _____

Degrees: _____ Title: _____

Use my: Home Address Work Address

Employer: _____

Address: _____

City: _____ State: _____ Zip: _____

Country if other than USA: _____

E-mail (to send confirmation): _____

Phone: (____) _____ Fax: (____) _____

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Register me today!

EARLY REGISTRATION FEE

(by 8/19/05)

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The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

HCEA Members \$395

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One Day Registration \$240

Thurs Fri Sat

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The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

HCEA Members \$445

Non-Members (See Below) \$515

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Thurs Fri Sat

Discounts for Speakers & Poster Presenters

Intensive Workshop- \$225 Concurrent - \$125 Poster - \$75

Discounts apply to one presenter per presentation and one per person. Discount amount is subtracted from registration fee.

Attention Non-Members!

Yes! I want to become a member of HCEA for an additional \$25.

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Phone cancellations must be confirmed in writing within 7 days. Cancellations received on or after August 15, 2005 and before September 5, 2005 will be assessed a \$100 processing fee. No refunds will be given after September 5.

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