

## 2008 Literacy Workshop Series

August – September 2008

### Registration Form

Space is limited.

Please respond by mail or fax to:

### **CNYHSA**

5700 Commons Park Dr.

East Syracuse, NY 13057

Phone: (315) 472-8099

Fax: (315) 472-8033

Email: [cmurray@cnyhsa.com](mailto:cmurray@cnyhsa.com)

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Workshops:

(Please check all that apply)

- Creating Materials People Will Read, Part I**, September 9<sup>th</sup>
- Creating Materials People Will Read, Part II**, September 9<sup>th</sup> (Part I is required)
- Health Literacy: A Two-Way Street in Communications**, September 16<sup>th</sup>  
Note: NEW DATE!!!
- An Introduction to the CLAS Standards**, September 23<sup>rd</sup>

### **CNYHSA**

5700 Commons Park Dr.

Syracuse, NY 13057

p. (315) 472-8099

f. (315) 472-8033

# 2008 Literacy Workshop Series

August – September  
2008



Now offering excellent training opportunities for direct-level staff and supervisors of community-based organizations serving minority populations.

**The Syracuse Area HIV/AIDS  
Technical Assistance Program**

*“Enhancing the Capacity  
of Organizations”*



## 2008 Literacy Workshop Series

August – September 2008

### Health Literacy: A Two-Way Street in Communications

Facilitated by Peter Sarver, Le Moyne College

**When:** Thursday, September 16, 2008 (Note: This is a new date)

**Where:** REACH CNY, 1010 James Street, Syracuse, NY (Note: This is a new location)

**Time:** 9:00 am – Noon

Light refreshments will be served

**Description:** Understanding the literacy needs of your clients and patients is only the first step in being effective communicator of health matters. This workshop will explore plain language and clear expressions as tools to enhance your interactions with the people you serve.

The role of the professional in helping others with a range of health literacy levels will be examined as a key strategy to improve their "navigation" of our complex health care system and to better manage their own health. Health literacy is becoming a major means to address the pressing problems of health care disparities.

---

### Facilitators

**Elizabeth G. Crockett**, PhD, RD, CDN is Executive Director of REACH CNY.

**Clemencia Molina**, MA is Program Development Coordinator at REACH CNY.

**Wendy Ramsay**, MST is Health Education Specialist at REACH CNY.

**Peter Sarver**, MSW is Assistant Cultural Competence Coordinator within Le Moyne College's Physician Assistant Studies Department, adjunct professor at Keuka College, and management & education consultant.

### Creating Materials People Will Read, Part I

Facilitated by Wendy Ramsay, REACH CNY

**When:** Tuesday, September 9, 2008 (**Same day and location as Part II**)

**Where:** Syracuse Teacher's Center, 1153 West Fayette Street, Syracuse, NY

**Time:** 9:00 am – Noon

Refreshments and Lunch will be served

**Description:** This workshop will cover basic principles of health literacy, social marketing and graphic design. Participants will gain hands-on experience applying these principles in order to evaluate and create health education materials that are attractive and easy to read. Participants will also receive resources in order to continue the development of these skills.

### Creating Materials People Will Read, Part II

Facilitated by Wendy Ramsay, REACH CNY

**When:** Tuesday, September 9, 2008 (**Same day and location as Part I**)

**Where:** Syracuse Teacher's Center, 1153 West Fayette Street, Syracuse, NY

**Time:** 12:30 pm – 2:30 pm

**Description:** Participants wishing to stay for more in-depth and hands-on principles of health literacy can attend this afternoon workshop. Participants are asked to bring existing written materials that they would like to improve or content they would like to develop into health education materials. It is required that participants attend the morning workshop if they wish to attend the afternoon session.

### An Introduction to the CLAS Standards

(With a special focus on the Language Services Standards)

Facilitated by: Clemencia Molina & Elizabeth G. Crockett, REACH CNY

**When:** Tuesday, September 23, 2008

**Where:** United Way Building, Rosamond Gifford Room, 518 James St., Syracuse, NY

**Time:** 9:00 am – Noon

Light refreshments will be served

**Description:** The US Department of Health and Human Services developed the National Culturally and Linguistically Appropriate Services standards for health care organizations to help make their services more culturally and linguistically accessible. More and more they are being used by human service organizations and individual providers to assess and improve their services.

This workshop provides an introduction to the 14 Standards, and then focuses on the four mandated standards for language access services for consumers with limited English proficiency. Participants learn where they can obtain trained professional interpretation and translation services in CNY. The workshop looks at personal and organizational challenges to implementing CLAS. Participants receive several tools that can be used to assess an organization's progress toward the implementation of the CLAS Standards.

---

Brought to you by:

REACH  CNY

**CNYHSA**