

HOW TO CONTACT US

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Director, Hispanic Center of Excellence
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Rehab and School Psychology
Research Assistants: Amanda M. Pedersen; Heather Hopkins
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The views expressed in this brochure are solely those of the Q³ program and its staff members. They do not represent the opinions of the National Institutes of Health, American Medical Association Foundation or their affiliates.

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Health Literacy, Medical Ignorance and the Media



March 5&6, 2004
The University of Arizona Health Sciences Center
Tucson, Arizona

Supported by the
American Medical Association Foundation Health Literacy Project,
the National Institutes of Health Science Education Partnership Award
(SEPA) R25 RR15670, and the Ignorance Foundation



Advances in medicine are taking place at a staggering rate, raising more questions with each new answer.

Yet, the many who lack *health literacy* may neither benefit from these advances nor even understand the questions raised in public debate. Furthermore, medicine itself has such a long way to go to close the gap between what is known and what remains to be learned and discovered. *Medical ignorance* is thus both at the core of health illiteracy as well as the terrain for all future learning and discovery. The importance of recognizing and dealing with this ignorance applies not only to the bewildered patient but also to the investigating scientist; to the medical practitioner making difficult treatment choices on limited and conflicting hard data while lives hang in the balance; and to the journalist treading the fine line between “hope and hype,” while probing the unanswered questions, massive volumes of information, conflicting issues and barriers to applying advances in medicine.

This conference will examine health literacy and medical ignorance from multiple perspectives focusing on the central role of Questions, Questioning and Questioners (Q³) in improving doctor-patient communication, better informing the public on what is known and unknown about health and disease, advancing medical science, and encouraging entry of diverse students into health/science careers.

Ignorance Map



“The greatest single achievement of science in this most scientifically productive of centuries is the discovery that we are profoundly ignorant; we know very little about nature and understand even less... I wish there were some formal courses in medical school on **MEDICAL IGNORANCE**; textbooks as well, although they would have to be very heavy volumes.”

– Lewis Thomas, MD
physician, philosopher and author

- **Keynote Lectures and Thematic Overviews**
To link and lay groundwork for conference purpose and sessions
- **Multi-Perspective Panels**
To present different views of health literacy and medical ignorance from the media, student, teacher, medical professional and public policy perspective
- **Medical Scenarios and Role-Playing Exercises**
To show how the media approaches the development of a medical news story
- **Demonstration Projects in Health/Science Literacy**
To critique field experiments in promoting health/science literacy and questioning
- **Professional Review of K-12 Standards for Science/Health Education**
To examine existing standards and develop inquiry-based lessons and curricula adaptable to diverse settings
- **Group Action Planning**
To outline steps to build networks and link resources to promote health/science literacy
- **Medical Ignorance Collaboratory**
To provide a framework of collaboration for advancing health/science literacy and medical progress through questioning

SCHEDULE OF EVENTS

Friday, March 5, Evening

- 5:30** Registration, Raggedy Beginning, and Refreshments
- 6:00** Welcome and Greetings from the Arizona Governor's Office and University of Arizona Health Sciences Center
- 6:15** Overview of Conference Themes:
- "Health Literacy and Questioning"
 - "Curriculum on Medical Ignorance (CMI) and Questions, Questioning and Questioners (Q³)"
 - "The Media and Questioning"

Part I: Health Literacy and Medical Ignorance

- 6:45** "Problems and Challenges of Health Literacy and Medical Ignorance": A multi-perspective panel of physicians, media professionals, students, teachers, patients, philosophers, and public officials
- 8:00** Adjournment and Linger-Longer with Conference Faculty/Consultants

Saturday, March 6

- 8:00** Registration, Continental Breakfast & Raggedy Beginning

Part II: The Media and Health Literacy

- 8:30** Welcome – Again
- 8:40** Keynote Lecture: Sharon Begley, *The Wall Street Journal*

HEALTH LITERACY:

"the ability of an individual to access, understand, and use health-related information and services to make appropriate health decisions... where the expectations, preferences and skills of individuals seeking health information meet the expectations, preferences and skills of individuals providing information."

- 9:00** "Medical Breakthroughs and Factual Backgrounds"
Based on medical scenarios, media professionals question their way and create story angle and factual background from positive and negative perspectives.
- "Good genes, bad genes and better genes?"
 - "Cure for cancer?"
 - "Shopping for new organs?"
 - "Too fat, too thin, or just right?"
- Panel Discussion: Question Analysis – What makes a good medical question, for whom and for what purpose?

- 10:30** Break

- 10:45** Mass Communication Vehicles to Promote Health/Science Literacy and Q³: Demonstration Projects and Reaction Panel of Journalists, Physicians, Students/Teachers, and Public Members.

- 12:00** Lunch Buffet

- 1:00** Raggedy Beginning

Part III: The K-12 Community and Science/Health Literacy

- 1:10** Keynote Lecture
- 1:30** K-12 Science/Health Education Standards and Inquiry-based Curricula: Lecturettes, Demonstrations, Panel Discussions
- 2:30** Break
- 2:45** **Part IV: Visioning and Action Planning for the Future: Building Networks and Linking Resources for Health/Science Literacy and Q³**
- 4:30** Meeting Summary and Discussion
- 4:45** Adjournment and Linger-Longer with Conference Faculty/Consultants



Sunday, March 7 (optional)

- 9:00** Exploration of scenic Sabino Canyon

CONFERENCE FACULTY

"The most important question facing the scientific community in the coming 25 years is *how it can maintain its contact with society to ensure that it has a continued license to operate*. Scientists need to develop more effective ways to engage in dialogue with the public, to listen as well as to inform, to respond to concerns, to be honest and brave when confronting contentious issues..."

— 2001 Nobelist in Medicine,
Sir Paul M. Nurse, President, Rockefeller University

The University of Arizona

MH Witte, MD (Surgery),
Conference Co-Director
D Alberts, MD (Internal Medicine)
J Bernas (Federal Relations)
M Bernas, MS (Surgery)
MH Brilliant, MD (Pediatrics, Genetics)
JG Copeland, MD (Cardiothoracic Surgery)
FAR Garcia, MD (Ob-Gyn)
C Gawad (Medical Student)
V Hau (Medical Student)
G Humphrey (Office of Public Affairs)
AM Lopez, MD (Arizona Cancer Center)
R Memmott (Medical Student)
A Noon (Student)
G Pivrotto (CEO, University Medical Center)
K Ryan, MD (Interim Dean of Medicine)
A Scadron, PhD (Surgery),
Conference Co-Director
B Weiss, MD (Family & Comm Med)

Arizona K-12 Science Teachers

W Amaro (Pueblo High School)
M Bostwick (Sierra Vista Middle School)
J Lansa (Amphitheater High School)
A Milsom (Rio Rico High School)
J Pickeral (Gale Elementary School)
D Sider (Baboquivari High School)
P Williams (Sewell Elementary School)

Invited Faculty

S Begley, Wall Street Journal
Science Correspondent
B Bethancourt, MD, President,
Arizona Medical Association
D Cloud, MD, Past-President AMA,
Phoenix, AZ
P Frishauf, Healthcare Marketing &
Communication Council; Founder,
Medscape, New York, NY
MJC Hendrix, PhD, Children's Memorial
Hospital & Institute for Education &
Research, Chicago, IL
M Lichtenstein, MD, U Texas, San Antonio
E Mahoney, Deer Valley High School,
Journalism Teacher, Deer Valley, AZ
Z McGee, MD, U Utah, Salt Lake City, UT
G Nosich, PhD, U New Orleans, LA
R Moser, MD, past Editor, JAMA,
Green Valley, AZ
G Ramirez, MD, El Rio Neighborhood
Health Center, Tucson, AZ
R Root-Bernstein, PhD, Michigan
State U, Lansing, MI
J Trent, PhD, President & CEO, TGen,
Phoenix, AZ

...and more

GMI has been featured in J Med Ed, Med Ed (London), Int Med News, West J Med, AM News, JAMA, LA Times, Pharos, Chron Higher Ed, and Intl Herald Tribune.



REGISTRATION FORM

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Email: _____

Institution/Affiliation: _____

MEDICAL IGNORANCE:

"what we know we don't know, what we don't know
we don't know, and what we think we know but don't."

Exceptional room rates at the Four Points Sheraton within walking distance:

\$119 (single or double). Hotel Registration Card available upon request.

Reserve your space by February 4, 2004. Phone: 1-800-325-3535. Event Name:

SEPA-AMA Foundation Meeting

Desert adventures abound, limited only by your imagination: Old Tucson,
Arizona Sonora Desert Museum, Sabino Canyon, Biosphere, hikes, bikes, horses.



Please return this form by February 5, 2004 to:

Grace S. Wagner, Administrative Coordinator

The University of Arizona College of Medicine, Department of Surgery

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