

Doctors Talk.
Patients Talk.
Nurses Talk.
Do they understand each other?

WOMEN'S HEALTH VIRGINIA
4th Annual Conference on Women's Health

Women and girls talk to friends, family, health professionals and others about their health. They seek advice in the media. What's said, how it's said and by whom can make a difference in what's heard.

IT'S MORE THAN WORDS
Communications and Women's Health

Schedule of Events

8:00-9:00 a.m. Coffee and registration
9:00-9:10 a.m. Welcome
9:10-10:20 a.m. **SESSION ONE**

Speakers:

TALKING, LISTENING, HEARING: HEALTH CARE PROVIDERS AND THE FEMALE PATIENT
Speakers discuss ways in which doctors and other health care providers interact with female patients; differences in male and female communications in health care settings; female patients' response to clinician communication.

Anne S. Gabbard-Alley, Ph.D., Director, Health Communication Institute, James Madison University School of Speech Communication
Heidi E. Hamilton, Ph.D., Associate Professor, Department of Linguistics, Georgetown University

10:20-10:40 a.m. Break
10:40 a.m. - 12:15 p.m. **SESSION TWO**

Speakers and topics:

VOICES OF WOMEN'S HEALTH

Speakers address the challenges of meaningful health communication for themselves and other women and girls at different stages of their lives and with diverse health conditions, backgrounds and needs.

Rev. Dr. Nan M. Brown, Pastor, The Way of the Cross Baptist Church, Palmyra, on Minority Women and the Pastoral Perspective
Corbin P. Ensign, Richmond, on Women with Disabilities
Sue Herndon, Charlottesville, on Victims of Violence
Latrina Lemon, University of Virginia, Class of 2001, Peer Health Educator, Norfolk, on Girls, Teens and Young Women
Mary Jane Morris, R.N., Coordinator, Reach for Recovery, American Cancer Society, Charlottesville, on Older Women and Women with Cancer
Beth Poore-Bowman, R.N., F.N.P., Student Health, Longwood College, Farmville, on Women with Low Literacy Skills

12:15-12:45 p.m. **SESSION THREE**

MORE VOICES OF WOMEN'S HEALTH

Conference participants have the opportunity to share experiences and ask questions of the speakers.

12:45-2:00 p.m. Lunch

Food and conversation with other conference participants.

2:10-2:30 p.m. **SESSION FOUR**

GETTING THE HEALTH MESSAGE—WHAT DO WOMEN WANT?

A report on research by Women's Health Virginia on women and girls' use of health information and making information more accessible and useful for them.

Speaker:

Wendy M. Novicoff, Ph.D., Assistant Professor, Department of Health Evaluation Sciences, University of Virginia, School of Medicine

2:30-3:50 p.m. **SESSION FIVE**

GETTING THE WORD OUT—MEDIA AND THE HEALTH MESSAGE

Speakers discuss advertising, programming and news in broadcast, print and on the Internet and their impact on women and girls' health attitudes, behavior and knowledge.

Moderator:

Angie Miles, broadcast journalist and writer, news anchor at New Urban Television, Washington, D.C.

Speakers:

Bette BonFleur, Chief Executive Officer, Ivanhoe Broadcast News, producer of syndicated television health news programs and *ivanhoe.com*, the *Medical Breakthroughs* website

Camille Cooper, national lecturer on issues regarding gender representations in the media and their impact on women's health

Kathleen Phalen, M.A., investigative journalist for *Gadfly Magazine*, health columnist for *The Washington Post*, and author of *Wellness East and West: Achieving Optimum Health Through Integrative Medicine*

3:50-4:00 p.m. Closing remarks—Wrap up