



Meeting Minutes

Location: [Zoom Meeting](#)

Date: May 27, 2025

Time: 1:00 PM

Agenda

- I. Welcome (5 minutes)
 - a. Zoom Links
- II. Advocacy (15 minutes)
 - a. Proclamation/Resolution Update
 1. June 17th
 - b. Legislative Breakfast
- III. Health Literacy Month (10 minutes)
 - a. Brainstorming
 - b. Payer Event
- IV. Badging Process (25 minutes)
 - a. Tier 1 Review
- V. Organizational Policies (5 minutes)
 - a. Consultations

In attendance: Sequoia Rent, Tracey Smith, Lauren Butscher, Candy Muldowney, Tanya Hettler, Jules Villecco, Lisa Gruss, Kim Blanch, Kate Smith, Cimone Sylver, Greg O'Neill, Emma Braun, Amal Reda

- Zoom Links
 - New links will be added
- Proclamation/Resolution

- We had a great meeting with Rep. Minor Brown—she and her team were very supportive of the proclamation we presented.
- She might be interested in partnering with HLCD for future Health Literacy Month initiatives.
- They are aiming to designate June 17 as Health Literacy Advocacy Day, pending confirmation.
- We are exploring a concurrent resolution that both the House and the Senate would sign.
- Greg would be the only person required to speak during the resolution
- Still waiting to hear from the Governor's office about the proclamation. They have confirmed receipt.
- A legislative breakfast would entail some fundraising.
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- HL Month
 - Share everything your organization is doing for HL Month
 - Share ideas about what we can do during HL Month
 - Submit your events to our calendar on the website
 - Panel:
 - Do we want to have another HL Month panel? If so, what audience do we aim to target?
 - Doing more hands-on training for organizations to get support on HL training
 - Our Education and Training Subcommittee is working on a crash course on Teach-back, where people will have the opportunity to implement teach-back
 - Bayhealth Podcast
 - Topics to cover: More awareness, teach-back, rural health
 - Audiences and venues
 - We want to target areas that may not typically participate
 - Making materials more health literate
 - We want to promote the national HL conferences happening during October

- We can plan a summit that includes a training, perhaps do it in Sussex to target that audience
 - Tabling is a great way to reach stakeholders
 - Please let us know of venues and places where you think we should
- A new IHA tool that translates to plain language (Co-Pilot)
 - We may want to contract as HLCD
- Payer Event
 - We are thinking about having a payer panel during HL month
 - What do we want the outcome of the panel to be?
 - Private insurance companies, Medicare, Medicaid, and sometimes large employer-based plans.
- Badging Process for Health Literacy Champions
 - What would these tiers of engagement and support look like for organizations that might be interested in being recognized and supported by HLCD?
 - Badges will be for public display.
 - Organizations must attend at least 50% of HLCD meetings.
 - We need to determine how many of the proposed activities would be required to earn a Tier 1 badge.
- Please provide feedback on the feasibility
- Would we be eliminating or losing out on organizations that are not members but would want to support us in other ways?
- For comparison: [Health Literacy Champions | University of Maryland | School of Public Health.](#)