

Candidates for Practice Committee

Name	Country	Degree	Years of Experience	Statement
Guda Alemayehu	Ethiopia	MPH, DrPH Candidate	8	Passionate to advance health literacy in Africa in collaboration with institutions and health literacy practitioners around the Globe. As a founder for African Health Literacy Network (AfHLN) and member of international health Literacy Association (IHLA) for the last five years, I still have ambitious vision to advance health literacy in Africa so that Africans know the available health services to them, empower them to claim their right for quality health services and advocate for health literacy policies and practices included in countries health sector development plans. If I'm elected to work, I'll be dedicated to oversight health literacy professional practice within interest groups and divisions; responsible for plenary and evaluation of practice health literacy submissions at Global health Literacy Summit (GHLS).
Cristina Vaz de Almeida	Portugal	PhD	11	I'm proud to be a candidate and serve in the ILHA mission (Practice standards standing committee). I consider myself a very organized person and able to participate in various projects, as is my life since forever. I am committed to stimulate, support and participate in the health literacy practice activities of our associate's implementation of the HL in their practice. This supporting investment extends to groups, associations and organizations. My experience as a

professional on the ground and as a researcher/teacher is mainly based on the postgraduate training for more than a decade of HL and the execution of interventions in HL of health professionals and literate organizations, promoting the development of knowledge and practical tools of HL combined with health communication, health and social marketing, conflict management, health psychology, health communication and creativity for future challenges framed in the Sustainable Development Goals 2030.

Mark Matthijs The MSc, PhD 4
Bakker Netherlands Candidate

I would be proud to be elected to serve on the Practice Standards Standing Committee to contribute to a strong international voice in health literacy action. Researchers and practitioners across the globe are doing a lot of excellent work, but we need stronger coordination to channel these efforts into fundamental change in health systems worldwide. To this end, we need to agree on an agenda with actionable priorities, as instigated at the IHLA General Assembly. In my view, these priorities include: 1) To agree on best practices and share and implement these. 2) To learn from mistakes made, so we do not repeat them in different settings and waste valuable time and resources. 3) To establish and use a common language, so people in the field will understand each other, and we can speak to outsiders with a unified voice. 4) To establish an inventory/platform with available tools and measurement scales and make them accessible to practitioners. 5) To facilitate and coordinate the work towards methodological advancement. I believe IHLA can (and should) have a crucial

				<p>role in these processes, through coordinated efforts of the Committees and Interest Groups/Divisions. Although I am early in my career, I am experienced in health literacy research, practice, and training of health professionals. Additionally, I am a true team player, with experience working in local, national, and international collaborations. Being part of the Practice Standards Standing Committee would enable me to further develop my health literacy network and leadership skills. IHLA would benefit from my support to the Committee through my strong communication and collaboration skills, critical feedback, and fresh ideas to advance health literacy practice.</p>
<p>Mahesh Bhatt</p>	<p>India</p>	<p>MD</p>	<p>23</p>	<p>Health literacy can play a tremendous role in public health systems in improving the accessibility and affordability of healthcare. In a democratic setup of India, Health Literacy can motivate people for their health rights, forcing the politicians and government to create a much-needed political will for effective public health policies. So, I want to work with IHLA to bring the developing countries' perspectives in the context of global best practices and research for equity and equal distribution of resources. I have a long experience of working with multidisciplinary teams on public health issues in a diverse population in a developing country. Sharing their concerns and realities with IHLA will help me to serve its cause better as a global body.</p>
<p>Margaret Carmody</p>	<p>Australia</p>	<p>PhD</p>	<p>10</p>	<p>I believe that people deserve the very best health and being health literate is the key to a healthy life. I want to assist with</p>

				the interest groups to facilitate their establishment and the emergence of communities of practice in the various fields of health literacy.
Walter De Caro	Italy	PhD	11	I want to implement HL interested and tool in practice environment and daily work of health professionals; community and organization/hospital levels
Tara Chen	Canada	MPH	4	I am a young public health professional and a health literacy champion. I am passionate about the idea that “everything and everywhere is public health”, and how health literacy is a pillar to strengthen health systems. My research is focused on the cross-sectoral collaboration and strategic planning in health literacy and health systems. I have previously worked with AHLA’s secretariat team and provided support to Taiwan’s national health literacy initiatives. I am currently the chair for the Health Literacy Explorers Group and provide various assistance with IHLA through the newsletter and Global Health Literacy Summit. I am passionate about growing my role in IHLA to represent the voice of young professionals in this space.
Carina Dantas	Portugal	PhD Candidate	21	I want to foster health literacy by actually reaching to citizens across Europe and beyond, promoting targeted approaches, that promote effective empowerment and broader participation. My key contribution in the Practice Committee would focus on ethics. Health literacy has several very relevant ethical challenges to address, namely inequalities in access,

				biases, cultural and geographical differences and so many others. Identifying them and selecting the best approaches to tackle them in different target groups and territories is essential for successful implementation and positive impacts on citizens, professionals and organizations.
Tanya Fischer	United States of America	MEd, MSLIS	5	My motivation for running is to be part of a diverse global community dedicated to advancing and promoting health literacy practices and initiatives.
Saskia Maria De Gani	Switzerland	PhD	6	My ambition is to bring together relevant actors from practice, education, research and policy, to inform and discuss health literacy best practice examples and plan next steps to further implement, transfer and evolve these best practice examples. I want to continue the mission of IHLA, connect to and collaborate with other experts in this field and to further develop health literacy tighter.
Marius Geanta	Romania	MD, PhD Candidate	6	To develop the concept of health literacy in relation to innovation in medicine, with digital transformation of health systems and in relation to personalized healthcare, in the European Union.
Mercedes Harris	United States of America	PhD	21	My motivation for the opportunity to be part of the Practice Standards Standing Committee is to have a greater reach and platform to meet the needs and mission expectations of the IHLA. As a healthcare provider and public health professional,

				<p>my goal has and will be seeking ways of improving and increasing access to nutrition health literacy resources and information. In an effort, to improve outcomes through the improvement of quality-of-life measures and stakeholders' interests. I have sought innovative methods of providing health information that is culturally sensitive, inclusive and relevant to communities of need. In response, I have witnessed and received feedback from participants stating improved, positive behavioral change and health outcomes. Which serves as my motivation to increase efforts of providing and increasing persons' and communities' health literacy. In closing, I am determined to provide the same dynamic, outcomes-driven professional experience and am committed to exceeding the IHLA's goals if given the opportunity to hold a position on the committee.</p>
Kelvin Ling	Hong Kong	PhD	11	<p>I am passionate about bridging the gap between theory and practice in teaching and learning of health literacy to health professions students and translating different pedagogical approaches into actionable tasks that facilitate the practice of health literacy teaching. I hope to serve on the Practice Standards Committee to actively listen to scholars, researchers and practitioners and proactively look for common grounds for mutually enhancing health literacy practice</p>
Verna McKenna	Ireland	PhD	10	<p>I am passionate about the need to embed health literacy practices across all sectors of society to build societies that recognize and address the challenges faced by many people</p>

and groups to fully access, understand, appraise and use health information. Recognizing the social determinates of health requires building awareness of health literacy across all sectors that impact on health to contribute to reductions in inequities in health. Ensuring that health literacy practices utilize approaches that addresses health literacy at both the individual/community and organization/sector level is of paramount important. I believe that the Practice Standards Committee can ensure that best practices are upheld and disseminated to meet these needs and that I can make an important contribution to its work.

Rob Neeter

The Netherlands

MD

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It would be a pleasure to contribute to the IHLA Practice Committee and share my experience regarding a solution that yields sustainable practical benefits for patients with LHL. My experience starts in 2015, realizing that the online evolution primarily serves educated people. Until then, I was ignorant that technology for better accessible healthcare, excludes those for which access and understanding is prohibitive in the first place. Online actually increases disparity. This led to the development of the WATCH-portfolio, enabling healthcare professionals to provide their patients with all-visual information about their health, disease and/or treatment. The patient only clicks on a link or scans a QR code, provided to him/her. All information comes in easy-to-understand spoken language of choice and is personalized for gender and age. Currently >12,000 animated video's, pictogram-sets and patient journeys are available. In the

				Netherlands, >96% of pharmacies, >70% of hospitals and 4 million people use the solutions. And it works: population statistics show that knowledge and understanding of low educated people grow 20-30%, bringing them to the level of the “normal” population. As the approach is simple, efficacious, affordable, and scalable, it is a mission to have as many people as possible benefit.
Jennifer Milena Bueno Rocha	Colombia	SLP, MSc, PhD Candidate	10	I have found my vocation and passion in health literacy, and I want to advocate for its development in South and Latin America. I am now investing all my efforts in making health literacy a key topic in my region and country's health policy agenda. It is my contribution to closing social inequity and inequality and empowering the population of its right to health, transforming patients into active and positive agents in the relationships with the healthcare ecosystem.
Gill Rowlands	United Kingdom	MD	20	As a health professional (family physician) I am committed to supporting the development of health and education practitioner skills to improve services for patients, students and clients. As a researcher I can ensure that only the best research evidence is used to inform and develop practice. As chair of the Global Working Group in Health Literacy for the International Union of Health promotion and Education I am in an excellent position to support the development of practice standards Globally.

Murry D. Samuel	India	MCHES, MPH, DrPH	5	I am Religious Social Worker with 25 years of experience; and Coach Fitness Trainer Sports and Health Consultant for 20 years. For me it is a great honor to apply.
Alena Šteflová	Czech Republic	PhD, MD, MPH	40	As a practitioner with experience from public health agency, ministry for Health, Czech Medical Association and former vice-minister of Health of Czech Republic, Alena Šteflová is the right candidate for the Practice Standards Standing Committee. She can help with both academic and practical knowledge and experience and as current head of department of health care at Czech Ministry of Health she is also able to be on the practical and implementation side of IHLA activities.
William Stone	United States of America	BA	21	Bolstering health literacy as a field is both a passion and a privilege. I have worked in Healthcare Communications for 21+ years. Having served on IHLA's Standing Committee on Professional Development and leading its Health Literacy in Market Research Interest Group, I am eager to continue serving IHLA as a member of the Practice Standards Committee. As a committee member I will continue to advocate for better patient outcomes, improved resources and training for healthcare professionals, and enhanced healthcare delivery efficiencies, all possible via the strategic harnessing of first-in-class health literacy practice standards. To learn more about my qualifications, please visit www.linkedin.com/in/williamstone/ .

Sophia Pagtakhan Wong	Canada	MD, MSc, CCRP, CHE	10	<p>I want to share my passion, knowledge and skills to advocate for health literacy strategies worldwide. In my experience practicing medicine in the Philippines, I have witnessed how patient experience and health outcomes could be improved through clear communication used by healthcare providers. In my current role in the University Health Network in Canada, I provide trainings to build capacity and skills amongst healthcare providers to actively partner with patients in their care through health literacy strategies. In this same capacity, I also advocate for us to meet the standards of a health literate organization. I want to be able to use my experiences working in different countries that are in different stages of health literacy advocacies to be able to learn and partner with others in sharing and promoting health literacy practices to be used worldwide.</p>
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