

Health Happens In Libraries











COMMUNITY / TECHNOLOGY / OPPORTUNITY



Today's Presenters



Kelli Ham

Consumer Health and Technology Coordinator, National Network of Libraries of Medicine, Pacific Southwest Region



Alan Carr Acting Associate Director, National Network of Libraries of Medicine, Pacific

Southwest Region



Milly C. Lugo-Rios Senior Librarian, Adult Services, Santa Ana Public Library

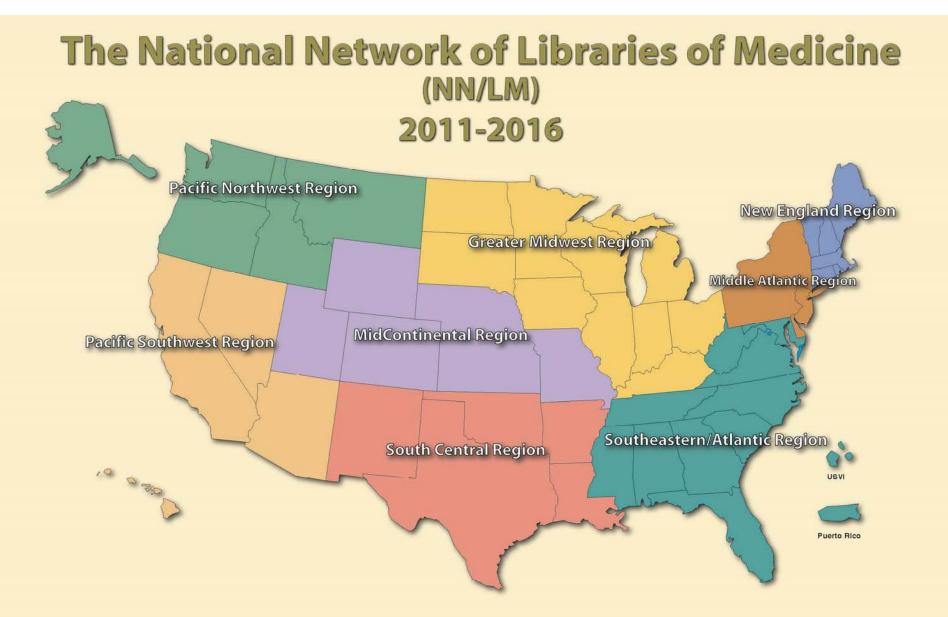
Health Happens in Libraries: Health Information Resources for Library Staff

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Alan Carr and Kelli Ham National Network of Libraries of Medicine

National Network of Libraries of Medicine (NN/LM)

- Nationwide network of libraries and information centers that have health collections and provide health information services
- Funded and administered by the U.S. National Library of Medicine (NLM) with five-year contracts
- Eight regions, each with a designated Regional Medical Library (RML)
- Joining the Network is free
- Become a member by visiting <u>http://nnlm.gov/!</u>



- 1. Middle Atlantic Region: University of Pittsburgh
- 2. Southeastern/Atlantic Region: University of Maryland at Baltimore
- 3. Greater Midwest Region: University of Illinois at Chicago
- 4. MidContinental Region: University of Utah

- 5. South Central Region: Houston Academy of Medicine
- 6. Pacific Northwest Region: University of Washington
- 7. Pacific Southwest Region: University of California, Los Angeles
- 8. New England Region: University of Massachusetts

NN/LM Mission

- Advance the progress of medicine and improve the public's health by:
 - Providing all U.S. health professionals with equal access to biomedical information; and
 - Improving the public's access to information to enable them to make informed decisions about their health.



NN/LM Members

| • | Hospital libraries | 2339 |
|---|--------------------|------|
| • | Academic libraries | 1439 |
| • | Public libraries | 1199 |
| • | Other types | 1200 |
| | | |

Total (as of January 2014) 6177

NN/LM Activities

- Classes, presentations, and webinars
- Outreach to health professionals
- Consumer health information services
- Exhibits and presentations at professional meetings
- Funding for health-related projects
- Educational materials
- Resource sharing and interlibrary loan

NN/LM Communication Tools

- Email
- Phone
- Announcement list
- Web site, home page slideshow
- Newsletter blog
- NewsBits blog
- Facebook page
- Twitter feed



NN/LM National Initiatives

- K-12 Outreach
- Promotion of MedlinePlus Connect
- Outreach to Community Colleges
- Promotion of ClinicalTrials.gov Results



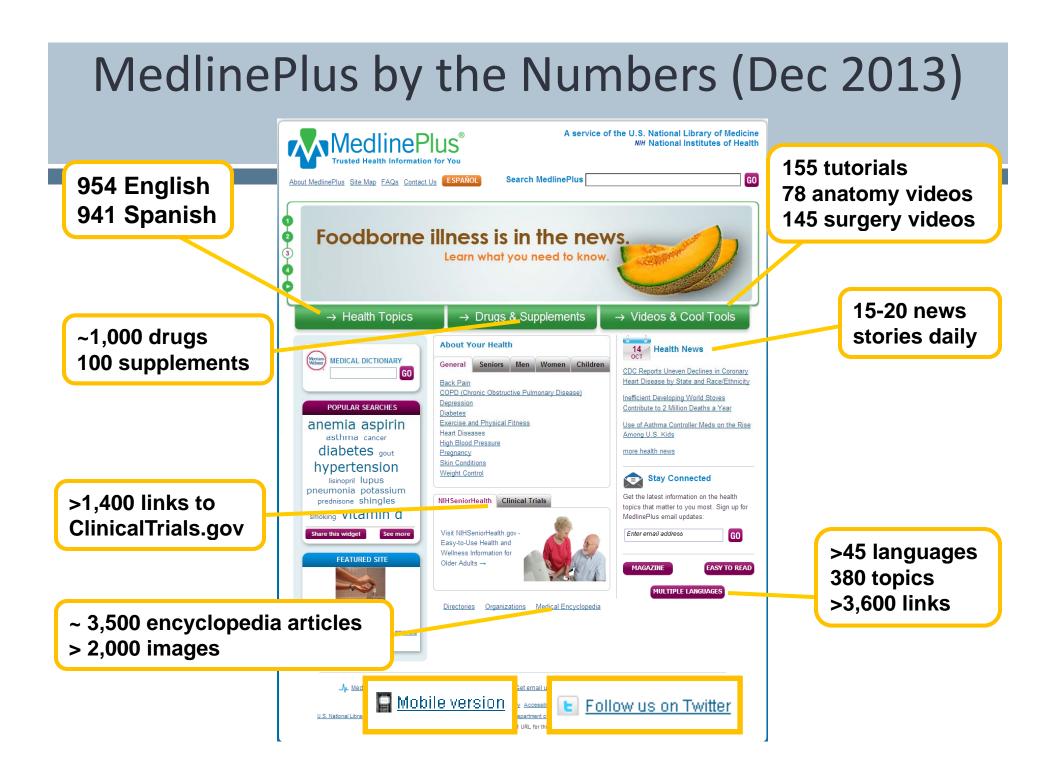
Useful NLM Resources

- PubMed (<u>pubmed.gov</u>)
- MedlinePlus (<u>medlineplus.gov</u>)
- ClinicalTrials.gov (<u>clinicaltrials.gov</u>)
- Environmental Health resources
 - Household Products Database
 - Tox Town (interactive resource with five "scenes")
 - ToxMystery (targets children ages 7 to 10)
 - Environmental Health Student Portal (middle school)

MedlinePlus.gov

| sout MedimePlus Site Map EAQs Contae | Fight those holida Visit our Weight Contro Learn more | l page for tips. |
|--|--|--|
| → Health Topics | → Drugs & Supplements | → Videos & Cool Tools |
| MEDICAL DICTIONARY CO POPULAR SEARCHES Andodipine aspirin atenolo atovastatin dash diabetes gabapentin hypertension lisinopril metformin metoprolol preumoia prednisone tranadol Stare this widget EATURED SITE | About Your Health General Seniors Men Women Children Back Pain OcD Opression OcD Opression Dabetes Exercise and Physical Fitness Heart Diseases Heart Diseases High Blood Pressures Prepanacy Skin Conditions Weight Control NIH SeniorHealth Clinical Trials Visit NIHSeniorHealth and Wellness Information for Older Adults -> Ocean Control | Health News Da Diet Drinks Make You Eat More? Drug Abusers At Risk for Suicidal Thoughts Survey Finds U.S. Smoking Rates Drop to Historic Lows CDC Stay Connected Get the latest information on the health topics that matter to you most. Sign up for MedimePus email address Enter email address Enter email address BeTobaccoFree, gov HEALTH EFECTS QUIT NOW DON'T START SAY IT - SHARE IT |
| January is Cervical Health Awareness Month | Directories Organizations Medical Encyclopedia | GET THIS WIDGET MAGAZINE EASY TO REAL MULTIPLE LANGUAGES |

- Reliable, authoritative
- Consumer-friendly
- No ads
- Updated daily
- Strict quality guidelines
- English and Spanish
- Links to information in >45 languages
- Multimedia, news, images, encyclopedia, tutorials and more...



NN/LM ACA Activities

- LibGuide, "Libraries and the Affordable Care Act," <u>http://guides.nnlm.gov/psr/aca</u>
- 9/18 webinar presentation by UCLA health insurance expert Dylan Roby
- State-specific training sessions
 - Infopeople webinar "Get Covered at the Library: Affordable Care Act Resources for Libraries"
 - "Arizona Libraries and the Affordable Care Act" webinar sponsored by Arizona State Library
 - "Shedding Light on the ACA" presentation at the Nevada Library Association Conference

Consumer Health Information



What is Health Literacy?

"The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health care decisions"

Ratzan, S., and R. Parker. (2000) and Healthy People 2010

Easy to Understand?

What should I do each day to stay healthy with diabetes?



Follow the healthy eating plan that you and your doctor or dietitian have worked out.



Be active a total of 30 minutes most days. Ask your doctor what activities are best for you.



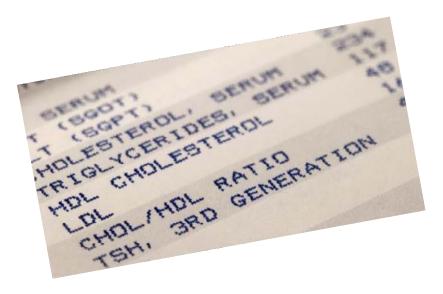
Take your medicines as directed.

Check your blood glucose every day. Each time you check your blood glucose, write the number in your record book.



Check your feet every day for cuts, blisters, sores, swelling,

redness, or sore toenails.





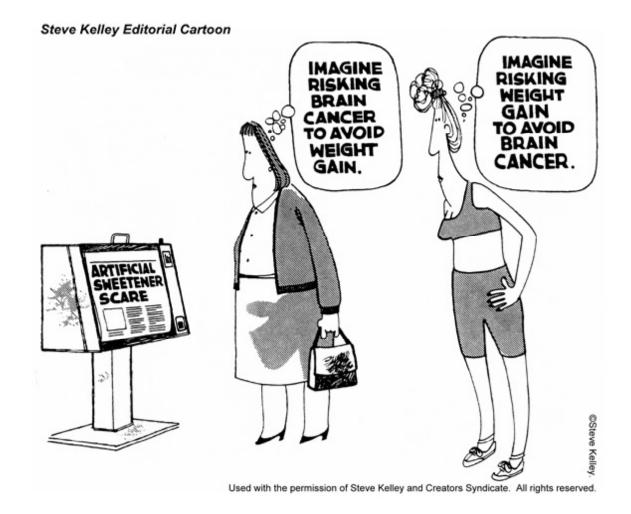
Functional Health Literacy

The ability to read, understand, and follow directions on prescription bottles and the other essential health related materials required to successfully function as a patient.

Following patient instructions and understanding insurance falls in this category.



Health Information



Consumer Health and Public Libraries

- What are some components of consumer health information services?
- Why is it important for public libraries?
- What is the impact?



Training Opportunities



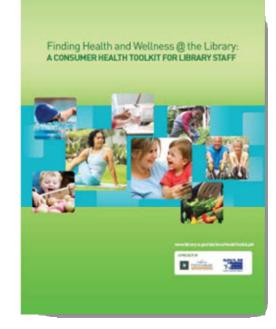


Consumer Health Resources

• Toolkit for public library staff

- 2nd edition published July 2013
- Core competencies
- Vetted health resources
- Health reference
- Collection development
- Programming
- Focus on prevention and wellness
- Spanish, multilingual and easy-to-read materials
- Electronic version is interactive

www.library.ca.gov/lds/docs/HealthToolkit.pdf



Support for Projects

- Funded project MedlinePlus Video Tutorials
 - Santa Clara County Library applied for funding
 - Several YouTube videos, a few in Spanish
 - Geared for older adults
 - Appropriate for any first-time user



https://www.youtube.com/user/scclgethealthy

Extending Our Reach



eHealth Training

- 1 Project manager
- 6 Library Field Trainers
- 50 Training sessions

Total Impact

- 50 Sessions
- 144 unique libraries/branches
- 34 counties
- 356 library staff trained

The Affordable Care Act



The ACA Challenge

- Time-critical need
- Unprecedented situation and scale
- Complicated topic; lots of misinformation
- Crucial information and resource infrastructure was
 nearly non-existent
- Navigators and enrollment counselors not ready
- Complications with the October 1st rollout

NN/LM Actions

- Cross-regional discussions with other RML staff
- Combed healthcare.gov and cms.gov websites, then state sites
- Signed up for any email announcement lists
- Contacted State Libraries, Infopeople
- Participated in every available webinar/training
- Conversations with librarians in the trenches
- Created LibGuides and webpages
- Scheduled webinars and training

Public Library's Needs

- Dramatic differences depending on state or locale
 - State-run exchange vs. federally-facilitated exchanges
 - Number of uninsured; socioeconomic levels
 - Political culture
- Major concerns
 - Demand on resources
 - Lack of expertise, knowledge
 - How to handle public expectations
 - Uncertainty about unknown issues



Response everywhere was overwhelmingly positive!

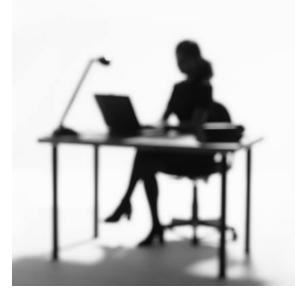
New Emphasis on Health Information

- Health topics are complex
- Navigating the system can be difficult
- Many challenges for staff and patrons
- Perfect opportunity to meet the challenges!



Best Practices

- Build core competencies in consumer health
 - Utilize the Consumer Health Toolkit and other guidelines
 - Encourage learning!



5-minute MedlinePlus tutorials 1-hour webinars – live and archives 3-hour in-person classes Longer online courses Attend conference programs Read relevant articles and books Learn from colleagues

Know Your Community

- In order to provide relevant, appropriate services, you must know the community you serve
 - Demographics and languages spoken
 - Special populations
 - Health status indicators



When the overall picture is clear, you can provide relevant programming, appropriate resources, staff training, and services that will improve the health literacy in your community.

Build Health Literacy

- Lay foundation of health literacy in the library
 - Build competencies
 - Staff training
- Build community health literacy
 - Cultural competence
 - Appropriate resources
 - Targeted programming



Resources, Training, and Partnerships

- Medical Library Association
 - CAPHIS Consumer and Patient Health Information Section (<u>caphis.mlanet.org</u>)
 - CHIS Classes Consumer Health Information Specialization (<u>mlanet.org/education/chc</u>)
- State Library
 - Training opportunities
 - Support (e.g. funding for backfill, travel)
- NN/LM RMLs
 - Get connected –contact your region's consumer health coordinator; consider joining the Network (<u>nnlm.gov</u>)

Stay Connected and Informed

- Methods for staying up-to-date
 - Investigate social media and other ways to stay connected for any resource or service
 - RML blogs, LibGuides, and other communication tools
 - Webjunction and other training organizations
 - State library email lists
 - CAPHIS website, email list
 - Share with colleagues
 - MedlinePlus email updates



Culture of Health, Wellness and Prevention



Build a culture of health and wellness in the workplace

- Improve health literacy among staff
- Encourage training and competency building
- Strive for healthy work environment
- Implement wellness programs for staff
- Hold health programs for library users
- Be an example of wellness for the entire community

NLM Health Resources for the Public

Comprehensive Health and Wellness

MedlinePlus (<u>medlineplus.gov</u>)

Healthy Aging

• NIHSeniorHealth (nihseniorhealth.gov)

Genetics and Hereditary Conditions

• Genetics Home Reference (<u>ghr.nlm.nih.gov</u>)

Current Research Trials and Results

<u>ClinicalTrials.gov</u>

Clinical effectiveness - 'what works' in medicine

PubMed Health (<u>ncbi.nlm.nih.gov/pubmedhealth</u>)

Resources for K-12

K-12 and Environmental Health Resources

- Tox Town (includes a curriculum for after-school science clubs) (<u>toxtown.nlm.nih.gov</u>)
- ToxMystery (game for children ages 7 to 10) (toxmystery.nlm.nih.gov)
- Environmental Health Student Portal (middle school) (<u>kidsenvirohealth.nlm.nih.gov</u>)
- Household Products Database (<u>hpd.nlm.nih.gov</u>)

See more at <u>sis.nlm.nih.gov/outreach/k12.html</u>

The ACA: Best Practices Going Forward

- Be informed about the situation in your state
- Stay connected with your state library and RML
- Know where to find upcoming deadlines and facts
- Engage with community partners
- Hold updated programming for your specific user groups
- Stay tuned to WebJunction's Health Happens in Libraries
- Remember the basics:
 - Insure patron privacy
 - Remain neutral
 - Provide information, not advice

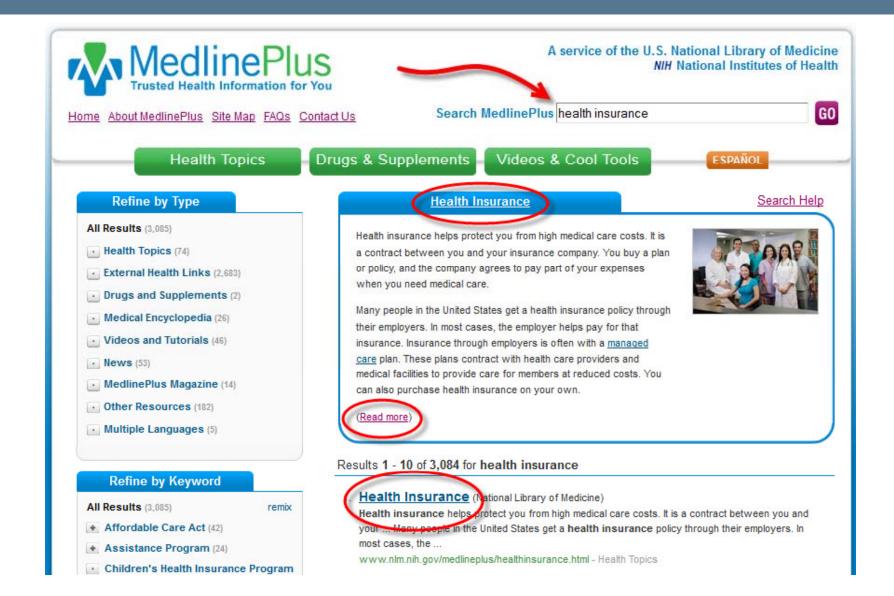
Health Insurance on MedlinePlus.gov

Health Topic pages related to the ACA:

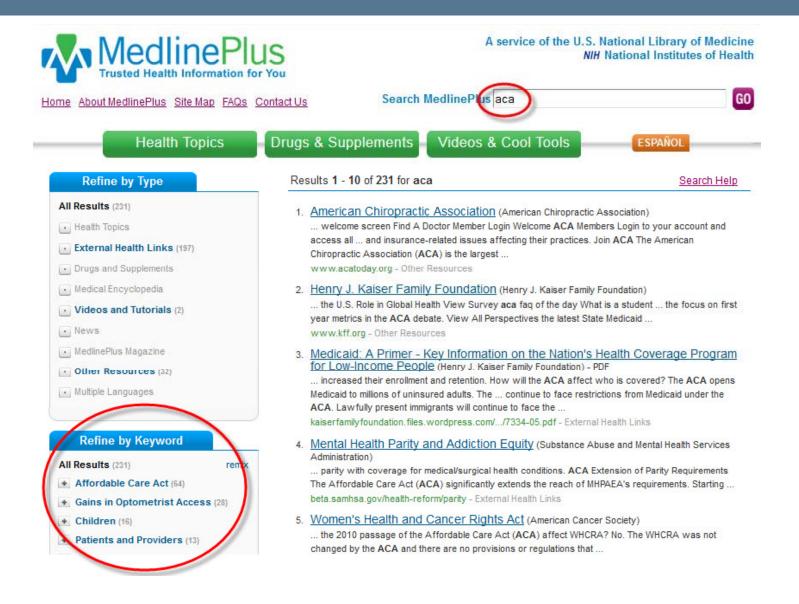
- Health Insurance
- Financial Assistance
- Managed Care
- Medicare
- Medicaid



Health Insurance Health Topic Page



Search Tips



Search Refined and Expanded



Parting Thoughts

- Communicate with your RML
 - Eyes and ears on the ground
 - Help us know how to help you



- Use teachable moments with patrons
 - Help them evaluate health information
 - Introduce MedlinePlus.gov whenever appropriate
- Become invested in improving health literacy
 - Make your community and your library a healthier place

Health Happens in Libraries: Health Information Resources for Library Staff

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Milly C. Lugo-Rios, Senior Librarian, Adult Services Santa Ana Public Library <u>mlugo@santa-ana.org</u>

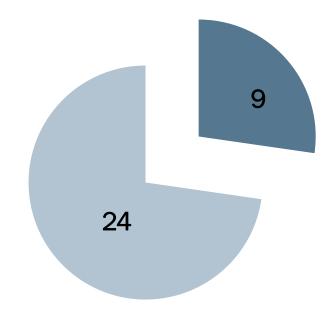
Health Happens at the Santa Ana Public Library

- Challenges:
 - **Demographics** (City of Santa Ana vs Orange County)
 - •78% Hispanic vs 34%
 - •83% speak a language other than English vs 45%
 - •52% high school graduates or higher vs 83%
 - •\$54k median household income vs \$75k
 - •11,000 persons per square mile vs 3,808

Public Library Challenges



Librarians (FT) Non-librarians (PT)



Conquering Challenges Through...

- Collection
- Programming
- Staff training

Top 100 List: Health Websites You Can Trust (Updated September 2013) http://caphis.mlanet.org/consumer/index.html

Medline Plus: Trusted Health Information (National Institutes of Health Web site created by the National Library of Medicine) http://www.nlm.nih.gov/medlineplus/healthtopics.html

Consumer Health Toolkit for library staff (2nd edition) <u>http://www.library.ca.gov/lds/docs/healthtoolkit.pdf</u>

ACA at the Santa Ana Public Library



Preparing for the ACA



WebJunction Training

Staff Newsletters

Staff Meeting with Certified Educator



| VOLUME 1 ISSUE 1 | |
|---|--|
| ACA Information for SAPL Staff | |
| August 3, 2013 | Affordable Care Act (ACA) |
| | What is the purpose of ACA? |
| | To neip uninsured legal relidents in California gain occess to quality, offaradale neotradre. |
| IMPORTANT DATES October 1, 2013 Open Evolution Segins | Who offers the insurance? |
| | A group of private insurance companies laentified as the marketplace, will compete for your nearth care ability. |
| | In Colfornia, the insurance morketplace is operated by Covered California. Covered California will offer private nearth plans of good values that connot be conceiled or |
| JANUARY 1, 2014 | denied for a pre-existing condition or liness. |
| Coverage begins | How do patrons access Covered California? |
| MARCH 31, 2014 Open Brisliment Briss | By going to: www.co.4reoco.com or colling 888-975-1142 |
| | How much will it cost to purchase health insurance through Covered California? |
| | The cast of nearth insurance depends on now much coverage patrons chaose to purchase and whether they |
| Useful Websites | qualify for financial assistance like tax credits. |
| Hes Hoste www.heshcore.gov (BIG) or www.Cuidodo@latvd.gov (IP) | Tax arealts will assoce available to small businesses with nomare than 25 full-time equivalent employees to nep affst the past of providing poverage. |
| Colered California | Covered Collomia is the only place where patrons can use tax predits to make insurance more offardable. Many |
| Colouraring car of insurance http://www.coleredica.com/col powering the post-html | Colfornions who have lower incomes will also benefit from lower costs in whatever plan they choose. |

ACA Action List



Community

- Attend Town Hall meetings
- Educational presentations
- Partnership with Covered Orange County Collaborative

Enrollment assistance with Certified Enrollment officers





Ongoing Information

Library Web Pages









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Q & A

