

# Discover New Resources!



- 📍 **Library guides** with resources and reflection questions to support health-related services
- 📍 **Media kit** with free **Health Happens in Libraries** image files
- 📍 **Profiles** of state and public libraries taking action on community health

<http://oc.lc/ehealth>



# Discover New Resources!



A Program of Blue Cross and Blue Shield of Minnesota Foundation

[HOME](#) [TOOLKIT](#) [RESOURCES](#) [CONTACT US](#)



<http://www.publiclibrariesforhealth.org>

# Today's Presenters



**Christian Minter**  
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Network of Libraries of  
Medicine,  
MidContinental Region



**Lydia N. Collins**  
Consumer Health  
Coordinator, National  
Network of Libraries of  
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Atlantic Region



**Anita Kinney**  
Program Analyst,  
United States  
Access Board

# Public Health and Public Libraries: Librarians as Health Literacy First Responders

**Lydia N. Collins**

Consumer Health Coordinator (NN/LM MAR)

**Anita Kinney**

Program Analyst, United States Access Board

**Christian I.J. Minter**

Nebraska/Education Coordinator, (NN/LM MCR)



# Health Literacy: Why It Matters



# What is Health Literacy?

“The degree to which an individual has the capacity to ***obtain, communicate, process,*** and ***understand*** basic health information and services to make appropriate health decisions.”

Patient Protection and Affordable Care Act of 2010, Title V



# “Cost” of Low Health Literacy

- 36% of the U.S. adult population (87 million people) have basic or below basic health literacy.
- Low health literacy costs the U.S. approximately \$106 billion to \$236 billion annually.



[URL](#) for The Health Literacy of America’s Adults Report (2006)

[URL](#) for Low Health Literacy: Implications for National Policy (2007)





# Seeking Health Information Online

The internet as diagnostic tool...



1

**59%** of U.S. adults have looked online for health information in the past year.



2

**35%** of U.S. adults say they have used the internet to try to figure out what medical condition they or another may have. We call them "**online diagnosers.**"



3

**53%** of online diagnosers talked with a clinician about what they found online.



4

**41%** of online diagnosers had their condition confirmed by a clinician.



# Health Literacy & Your Community



# Changing Health Behaviors through Education

Prenatal and postnatal care can drastically affect a child's development: children's librarians can make a difference!



Photo credit: Prince George's County Memorial Library System

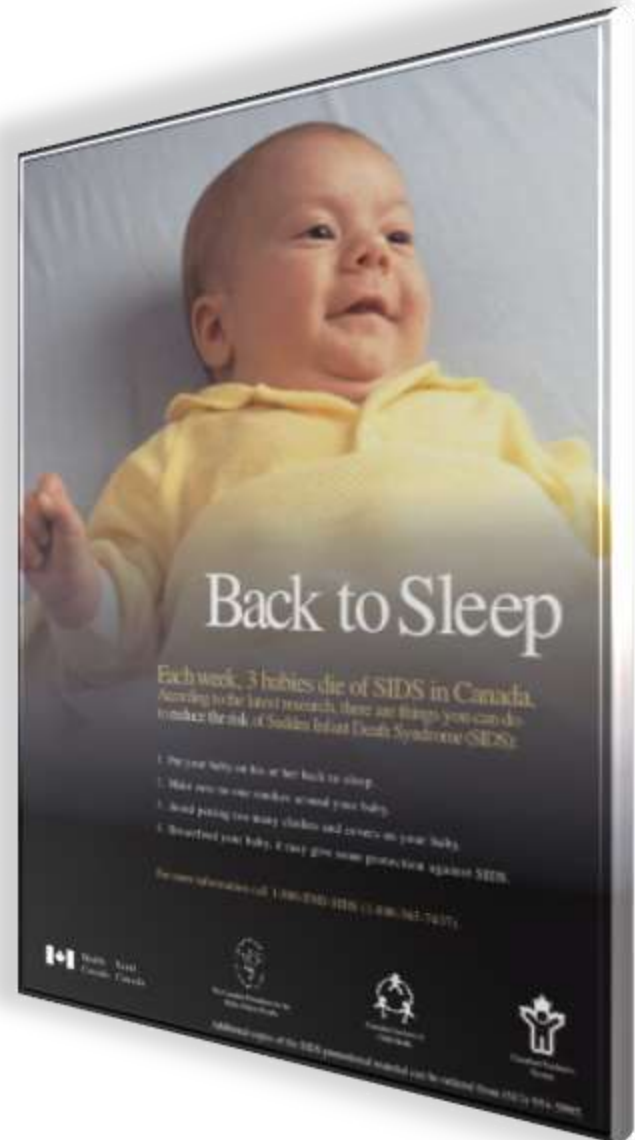


# Back to Sleep Campaign

## Objectives of Campaign

- Reduce the risks of SIDS by 10% over a 5 year period
- Increase awareness/knowledge of risks of SIDS
- Increase awareness/knowledge of parent actions to reduce risk of SIDS

In Canada



# Health Disparities Between Communities



Photo Credit: [medicalxpress.com](http://medicalxpress.com)

Latina women have the highest rate of children affected by spina bifida

This is a neural tube defect linked to low folic acid consumption during pregnancy.

Spina bifida was reduced in Hispanic communities through effective public health campaigns.

# NLM and NN/LM (Training and Resources)





# U.S. National Library of Medicine



- Established in 1836
- One of the institutes of the National Institutes of Health (NIH)
- World's largest biomedical library
- Produces free, authoritative electronic health information resources
- 130+ health information databases

[URL](#) for NLM



# National Network of Libraries of Medicine (NN/LM)

- Nation-wide program coordinated by the National Library of Medicine
- Established in the National Library of Medicine Act (1965)
- Core component of NLM outreach
- 8 Regional Offices

**Mission:** Provide health professionals and the general public with equal access to health information



[URL](#) for NN/LM



# NN/LM & The Birth of Consumer Health Outreach

Free Medline (1997)

Public Libraries Pilot Project (1998)

MedlinePlus Debut  
22 Topics (1998)

NIH > U.S. National Library of Medicine



# NN/LM Mission Expanded

## Implementation:

- Training
- Funding
- Exhibiting
- New RML staff position

## Expanded to include:

- Outreach to the general public
  - Focus on special and underserved populations
- Collaborations with public libraries, community and faith-based organizations



[URL](#) for Public Libraries as Community Partners (NNLM)

# Support from Your Regional Medical Library

Assessment/Evaluation

Consumer Health

National Library of Medicine Resources

Outreach/Advocacy

Technology/Systems



[URL](#) for NN/LM Training Page

[URL](#) for NN/LM Funding Information

# Strength in Partnerships





# NLM Consumer Health Resources and Health Programming Ideas







**Health Topics**

Find information on health, wellness, disorders and conditions



**Drugs & Supplements**

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



**Videos & Tools**

Discover tutorials, health and surgery videos, games, and quizzes



**Medical Encyclopedia**

Articles and images for diseases, symptoms, tests, treatments

**Medical Dictionary from Merriam-Webster**




**October is Breast Cancer Awareness Month**

Learn about **prevention, screening and treatment**



**Today's Health News**

[Dietary Supplements Land Thousands in The ER Each Year](#)

[Job Stress Tied to Stroke Risk, Study Suggests](#)

[Should the Annual Physical Be Scrapped?](#)

[More health news](#)

**Clinical Trials**

Search [ClinicalTrials.gov](#) for drug and treatment studies.

**Stay Connected**

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**NIH MedlinePlus Magazine**

Read the **latest issue**



[Easy-to-Read Materials](#)



[Organizations and Directories](#)



[Health Information in Multiple Languages](#)



[MedlinePlus Connect for EHRs](#)

# MedlinePlus Program Ideas

## Adults

Find Reliable Health Information  
Evaluating Health Information  
Talking With Your Doctor

## Teens

Online Safety  
Evaluating Health Information  
Drug Abuse Education

## Children

Nutrition  
Safety  
Pet Health



### Health Videos

View videos of anatomy and body systems and how diseases and conditions affect them.



### Surgery Videos

Find videos of operations and surgical procedures.



### Health Check Tools

Check your health with interactive calculators, quizzes and questionnaires.



### Games

Boost your health knowledge by playing interactive health games.

[URL](#) for Videos & Tools (MedlinePlus)

# ToxMystery

Español



Hi, I'm Toxie

Thanks for coming over. Can you help me find the hazards in my house? Start by clicking on a room.



National Library of Medicine

Parent Resources

For Teachers

Getting Started

Toxie the Cat helps children (ages 7-11) find the hazards hidden in each room and offers hints when needed.

Available in [English](#) and [Spanish](#)

“For Teachers” section includes 3 lesson plans with student worksheets/activities”  
Parent Resources

[URL](#) for ToxMystery



# Drug Information Program Ideas (Teens)



The image shows a screenshot of the NIDA for Teens website. The page features a dark header with the NIDA for Teens logo and navigation tabs for "Drug Facts", "Drugs & Health Blog", "Interactives & Videos", "Educators", and "About Us". Below the header, there is a large banner for "Educator lessons, guides, and tools" with a "Learn More" button. The main content area is divided into several sections, each with a representative image and a brief description:

- Drug Facts:** Get the facts on drugs. (Image: A young man with headphones looking at a laptop.)
- Drugs & Health Blog:** Not so sweet: Bees may be 'addicted' to harmful pesticides. (Image: A bee on a yellow flower.)
- Interactives & Videos:** Play games and watch videos. (Image: A man in a blue shirt standing in front of a screen.)
- Educators:** Teach teens with science-based resources. (Image: A profile of a human head with icons for social media and health.)
- Teen Prescription Drug Abuse:** Use PEERx materials to help stop Rx abuse. (Image: Two young women talking, one holding a blue sign that says "PEER").
- National Drug & Alcohol Facts Week:** Join in NIDA's annual health awareness week. (Image: A starburst graphic with the text "NATIONAL DRUG & ALCOHOL FACTS WEEK").
- Test Your Knowledge:** A section for interactive quizzes.
- Real Questions From Real Teens:** A section for real-life scenarios and questions.
- Downloads:** A section for downloadable resources.
- For Parents >** A section for parents and caregivers.

At the bottom right, there is a section titled "What way do you think works best to resist peer pressure to drink alcohol and do drugs?" with several radio button options:

- Stay home rather than go out to the parties.
- Hold a cup (with soda or juice) and pretend you are drinking alcohol.
- Volunteer to be the designated driver.
- Just say "no thanks" and walk away.
- Tell them you are on medication and can't take anything else or you'll get sick.

[URL](#) for NIDA for Teens

[URL](#) for Drugs and Young People (MedlinePlus)

# NIH SeniorHealth

Built with You in Mind



Resize Text: [A](#) [A](#) [A](#) [Change Contrast](#)

[Print](#) [Sign Up](#) [Share](#)

Health and wellness information for older adults from the National Institutes of Health.

## Health Topics by First Letter

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

## Categories

- [Bones and Joints](#)
- [Cancer](#)
- [Diseases and Conditions](#)
- [Healthy Aging](#)
- [Heart and Lungs](#)
- [Memory and Mental Health](#)
- [Treatments and Therapies](#)
- [Vision and Hearing](#)
- [All Topics A-Z](#)

## Featured Topic



[Psoriasis](#)

## Exercise Stories

People of all ages and physical conditions benefit from exercise and physical activity. These [exercise stories](#) feature older adults and the diverse activities they enjoy.



## Health Videos

Many of our health topics feature short videos that complement the information in the topic. The [health videos](#) offer up-to-date medical information, tips for healthy living, and inspiring stories of older adults who are living with diseases or conditions of aging.



## Free Tips on Healthy Aging



[Sign up here for free tips on healthy aging from NIH SeniorHealth.](#)

## Training Tools

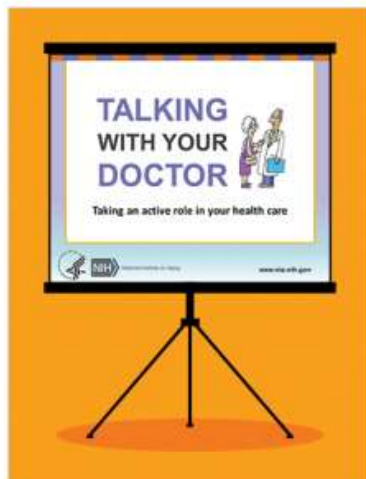
Are you interested in helping older adults learn to search online health information on their own? Browse the [Trainer's Toolkit](#) for more information.







## Talking With Your Doctor Presentation Toolkit



Help older adults make the most of their medical appointments with the Talking With Your Doctor Presentation Toolkit (based on NIA's popular booklet *Talking With Your Doctor: A Guide for Older People*). It's easy to use—you do not need any special expertise or training. The presentation features tips for how to:

- Get ready for a doctor's visit
- Effectively talk with a clinician about health concerns
- Make collaborative decisions about treatment
- Remember what was discussed following the appointment

You can download the entire Presentation Toolkit as a zip file or download each file individually below:

- [PowerPoint Presentation](#) (approximately 45 minutes)
- [Sneaker Script and Notes](#)

[Presentation Handouts](#)

[Preparing for the Presentation](#)



[URL](#) for Talking With Your Doctor Presentation Toolkit

[URL](#) for Go4Life Campaign Partner Information

[URL](#) for Go4Life Get Free Stuff



# NN/LM MAR: Region 1



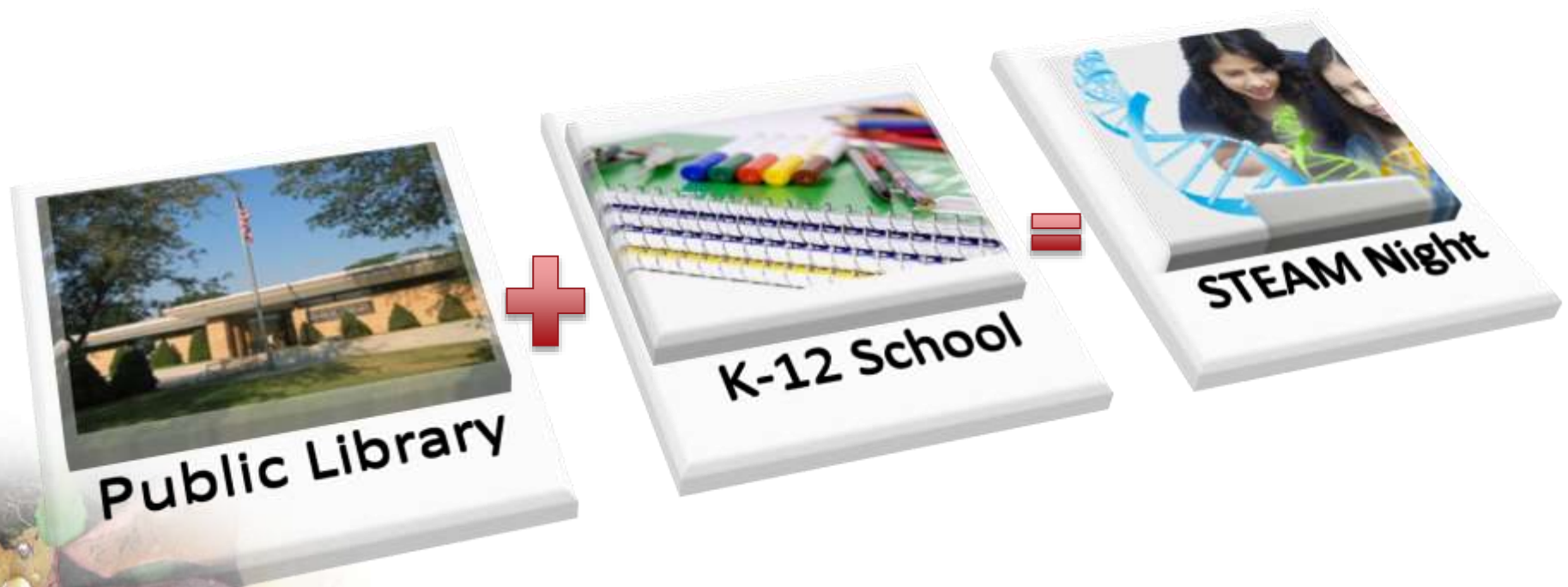
NIH SeniorHealth.gov



Featuring Health Information from the National Institutes of Health

**Cooking for Good Health**  
**Laurel Public Library**  
**Laurel, DE**

# NN/LM MCR: Region 4





## Overview



PA FORWARD. 

## Fact Sheets



PA FORWARD. 

## Great Ideas



PA FORWARD. 

## Materials to Present



PA FORWARD. 

## Press Releases

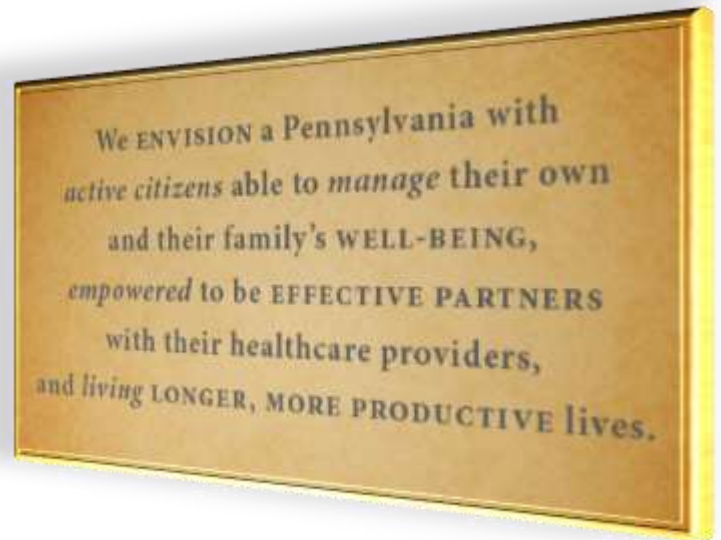


PA FORWARD. 

## Just Do It!



PA FORWARD. 



[URL](#) for PA Forward web site

[URL](#) to PA Forward Toolkit



# Health Program Ideas





## What's inside...

### **Consumer Health Resources**

- Health Check Tools
- Mobile Apps & Sites

### **Consumer Health Information Services**

- Community Needs Assessment
- Reference Services

### **Technology & Health**

- Health-related Audio and Video Podcasts
- Personal Health Records and Electronic Health Records

### **Workplace Wellness**

- Creating Healthy Libraries
- Planning and Implementing Wellness Programs

**and more**

[URL](#) for Consumer Health Toolkit

# Summer Reading 2016: Wellness, Fitness & Sports

**Children:** On Your Mark, Get Set, Read

**Teens:** Get in the Game: Read

**Adults:** Exercise Your Mind – Read







- 1) No activity is too small
- 2) Partner with local agencies
- 3) Look to NLM for great resources!
- 4) Contact your local NN/LM office to support your efforts!!



# Thank You

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*This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. HHS-N-276-2011-00003-C with the University of Pittsburgh, Health Sciences Library System and under Contract No. HHS-N-276-2011-00006-C with the University of Utah Spencer S. Eccles Health Sciences Library*