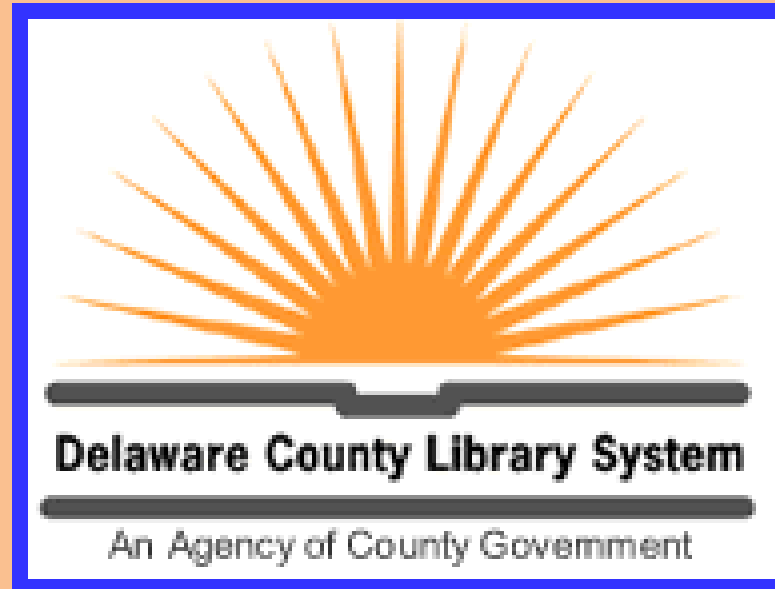


Health Literacy First



A project of the Delaware County (PA) Library System
(an agency of county government)

How it came about ...

- DCLS became an affiliate member of the NNLM, to reflect our commitment to providing trustworthy health information to our service population , a half-million people living in the Philadelphia metropolitan area.
- DCLS maintained--and still maintains--a partnership with the Delaware County Literacy Council.
- In 2009, when we told the Literacy Council director that Health Literacy Awards for New Projects had become available, she commented ...

“I want people to know that there *is* ‘Health Literacy.’”

DELAWARE
COUNTY



LITERACY COUNCIL



With additional input from the Literacy Council, and support from such organizations as local health system outreach offices, the Welcoming Center for New Pennsylvanians, member libraries, and our soon-to-be consultant, the **Health Promotion Council** (Philadelphia, PA) ...

...DCLS was off and running.



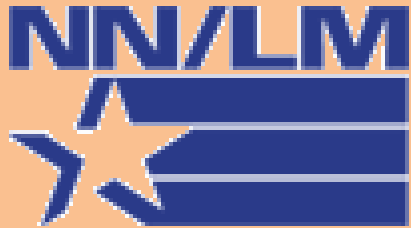
**HEALTH
PROMOTION
COUNCIL**
a PHMC affiliate

We targeted two, related groups:

- Native speakers of English with literacy challenges
- Early or potential English-language learners



We proposed a multifaceted project that would provide consumer-health info to these groups (and their tutors) and would do so earlier in the process of mastering English-language skills than was usually the case.



And the NNLM-Mid Atlantic Region agreed to fund it.

Thank you again,
Review Committee *et al.*!



The College of Physicians of Philadelphia

BIRTHPLACE OF AMERICAN MEDICINESM

And by the way, if you're in the audience today, Andrea Kenyon, from the College of Physicians of Philadelphia,

Thank You!

for pointing us to the Health Promotion Council.



The Health Promotion Council
devised a consumer-health presentation
based on the following specs:

1. Benefits of taking charge of one's own health
2. Preparing for checkups
3. Dealing with medical professionals
4. Understanding prescriptions
5. Learning about nutrition, exercise, community resources

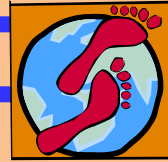
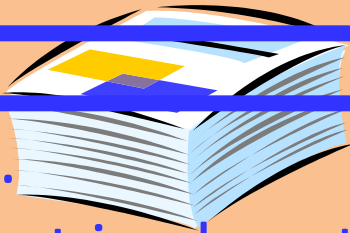
... and overcoming barriers at every turn.



At first ...

We presented the project to

- Literacy Council tutors and their students
- Interpreters recruited by HPC,
with an interest in health and/or social services



Then ...

- We kept in close touch with the Literacy Council, expecting to schedule additional sessions.
- We scheduled and advertised presentations, to be done by interpreters now familiar with the project, for key language audiences, in library meeting spaces.
- We pounded the pavement, approaching other literacy groups, and ethnic outlets in the community, such as places of worship and markets.

And we learned
– eventually –
not to beat ourselves up
when attempts at creating audiences
did not pan out.



Instead, we undertook Plan B: to “go to them” – venues with built-in audiences – with the result that we formed stronger partnerships than we had at the project’s inception.

We became welcome collaborators at two Delaware County Intermediate Unit programs:

Head Start – both the Parents and Staff Annual Wellness conferences, and membership in HSAC (the Head Start Action Committee)

The English Language Learners Program – Parents Night at various schools

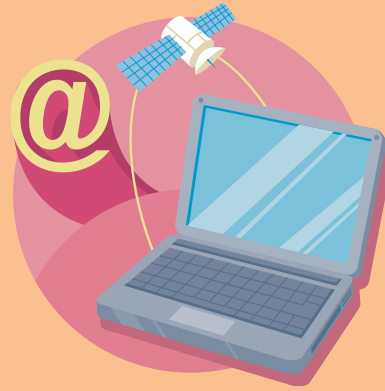


And yet ...

Representatives of even these groups—one of which *require* parental attendance at a number of programs--cite issues of poor participation...

...owing to work schedules, family-responsibility conflicts, and with reference to immigrants, *trust* issues.

So we went ahead with the Plan C that we were considering anyway ... to take *Health Literacy First* into cyberspace, making it available 24/7 and anonymously.



As such it even serves Delaware County residents who might not consider themselves part of our original target groups, but who could use the information and resources available on the site.

Going online involved:

- Hiring interpreters to record voiceovers in various languages.

- Recording audio for the presentation, with CamStudio, and editing all language versions in Windows Movie Maker.

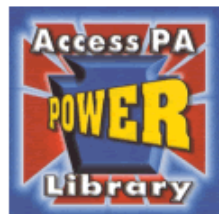


- Uploading the finished products to YouTube.

- Creating a dedicated web page and attaching the YouTube videos onto it, using DreamWeaver.

The finished product:

www.delcolibraries.org/healthliteracyfirst.htm



Health Literacy First

[Catalog / Renew / Reserve](#)

[Library Information](#)

[Databases/POWER +](#)

[Government Sites](#)

[For Readers](#)

[For Kids](#)

[For Teens](#)

[For Parents](#)

[For Older Adults](#)

[For Your Life](#)

[For Your Work](#)

[For Your Health](#)

[Library Home Pages](#)

Health Literacy First is a project funded by the National Library of Medicine, National Institutes of Health, Department of Health and Human Services. Its primary purpose is to lead target groups--native speakers of English who have reading/writing challenges and early ELL (English Language Learning) students or candidates--to useful consumer-health information.

However, the general public--Delaware Countians in particular--will find a variety of useful health tips and resources in both the presentation and website links shown below.

[Arabic](#) [Chinese \(Mandarin\)](#) [French](#) [Korean](#) [Russian](#) [Spanish](#) [Urdu](#)

العربية 中文 (한국어) Русский Español اردو
[Français](#)

1. [HealthLiteracyFirst_WhatAndWhy / with audio](#)

2. [HealthLiteracyFirst_PreparingToSeeADoctor / with audio](#)

Links to all sites referenced in the audio version are provided here.
(Links in the text-only version are clickable.)

[Pennsylvania Health Law Project](#)
[Delaware County Intercommunity Health \(Clinics\)](#)
[Greater Philadelphia Health Action](#)
[Planned Parenthood](#)
[Vision USA](#)
[InfantSee](#)

3. [HealthLiteracyFirst_AtTheDoctors](#) / [with audio](#)
4. [HealthLiteracyFirst_Prescriptions](#) / [with audio](#)
5. [HealthLiteracyFirst_HowToHelpYourself_withSurvey](#)

The image shows a video player interface. On the left is a Nutrition Facts label for a product with a serving size of 1 cup (22g) and 2 servings per container. The label lists the following nutrients and their values:

Nutrient	Amount	% Daily Value
Total Fat	12g	18%
Saturated Fat	3g	15%
Cholesterol	30mg	10%
Sodium	470mg	20%
Total Carbohydrate	31g	10%
Dietary Fiber	5g	8%
Sugar	5g	
Protein	5g	
Vitamin A		4%
Vitamin C		2%
Calcium		20%
Iron		4%

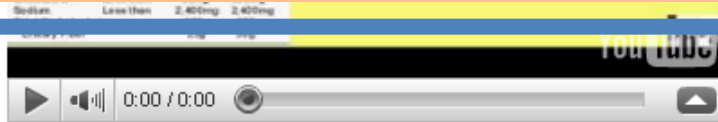
Below the label is a table of Daily Values:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	30g	35g
Cholesterol	Less than	30mg	30mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		27g	30g

On the right side of the video player, the text reads: "Reading Labels", "Which nutrients have high values? Fat, Sodium, and Calcium", "Which nutrient has a low value? Vitamin A, Vitamin C, Iron", and "What nutrient is this food lacking? Dietary Fiber". A play button is centered over the video area, and a "???" icon is in the top right corner of the video frame.

A link to a questionnaire on surveymonkey is attached to the last video in each language series, via LinkedTube.

The End



Search

Delcolibraries.org Google

/ with audio

[MedlinePlus](#)

[MedlinePlus - Easy-to-Read](#)

[MedlinePlus - Multiple Languages](#)

[MedlinePlus - Spanish](#)

[Refugee Health Information Network \(inc. Asylum Status\)](#)

[CHIP](#)

[Vaccine Information Statements \(Various Languages\)](#)

[Delaware County Office of Behavioral Health \(OBH\)](#)

[Domestic Abuse Project of Delaware County, Inc.](#)

[SEPTA \(Trip Planner\)](#)

We acknowledge with gratitude the support of the Delaware County Literacy Council, Crozer-Keystone Health System's Hispanic Resource Center; Crozer-Keystone Health System's Community Health Education Department; Mercy Fitzgerald Hospital; the Delaware County Department of Intercommunity Health Coordination; the Welcoming Center for New Pennsylvanians; Marple Public Library; Folcroft Public Library; and the Upper Darby Township & Sellers Memorial Free Public Library.

We also acknowledge and are grateful for partnerships with the Delaware County Medical Society, the Delaware County Intermediate Unit English Language Learners Program, and the Delaware County Intermediate Unit Head Start parents,

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. NO1-LM-6-3501 with New York University.

Thank you!

Kindly send questions to

Helen Subbio

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hsubbio@delcolibraries.org