THE POWER OF LIBRARY PARTNERSHIPS TO IMPROVE COMMUNITY HEALTH

ELAINA J. VITALE AND LYDIA N. COLLINS
OPPORTUNITIES EXIST!
THE NATIONAL LIBRARY OF MEDICINE AND THE NATIONAL NETWORK OF LIBRARIES OF MEDICINE
“The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, has been a center of information innovation since its founding in 1836”.

URL for the National Library of Medicine
Regional Medical Libraries
Explore the pinpoints below and learn more about the NNLM Regional Medical Libraries and their respective territories.

URL for National Network of Libraries of Medicine (NNLM) and URL to NNLM Middle Atlantic Region (NNLM MAR)
Class Descriptions

The NNLM educational program consists of a mix of in-person and online opportunities. The classes listed below may be customized for any audience. Additionally, MAR coordinators are available to discuss your audiences’ specific needs and tailor presentations that introduce information resources to address specific demographic, biomedical and health information needs. Contact nnlmmar@pitt.edu to request a class or presentation.

Use the sidebar navigation to view our Training Schedule for upcoming session dates.

Note: Classes that do not include MAR staff in their list of instructors are only available to the Middle Atlantic Region when offered online by another region or office. Look for any of the following instructors:

- Renae Barger
- Michelle Burda
- Lydia Collins
- Kate Flewelling
- Elaina Vitale

ABCs of DNA: Unraveling the Mystery of Genetics
Activate, Collaborate, and Educate: Health...
Are You Ready? Essential Disaster Health...
Beyond an Apple a Day: Providing Consumer...
ACRL Research Data Management Roadshow
American Indian Health Information Resources
Augmented Reality, Virtual Reality & Health
Beyond the SEA Monthly Web Seminar

URL for Class Descriptions
NNLM AND PUBLIC LIBRARIES

Free Medline (1997)


MedlinePlus Debut 22 Topics (1998)
YOUR LIBRARY CAN BEGIN OUTREACH NOW!

Equity in Access to Quality Resources (NNLM Mission)

Training for Library Staff

Resources for Library Users
Public Health and Public Libraries

By Amy Carroll | July 1, 2015

Health literacy is defined in the Affordable Care Act as the ability to obtain, communicate, process, and understand basic health information and services to make appropriate health decisions. Health literacy takes many forms, from understanding the instructions on a prescription bottle or a consent form to knowing when and how to get a second opinion.

Unfortunately, according to Christian Minter, NLM Associate Fellow at Welch Library, Johns Hopkins University, 36% of adults in the US (87 million people) have basic or below basic health literacy. Low health literacy leads to $106 to $236 billion in health care costs annually because of higher use of emergency rooms, longer hospitalizations, and other issues, many of which are preventable.

Minter and her fellow panelists at “Public Health and Public Libraries: Librarians as Health Literacy First Responders” said public librarians are well equipped to respond to this crisis. Libraries can provide the space, technology, and resources to help improve health literacy.
Improving Health Literacy, One Public Library at a Time

Public resources and training programs for librarians

By Lea Radick | October 30, 2015

The first thing that Jennifer Davis tells patrons who come to her looking for medical information is not to Google their symptoms. “It’s the worst thing you could possibly do,” says Davis, director of Hall Memorial Library, which serves the communities of Northfield and Tilton, New Hampshire.

Instead, Davis assists patrons with their health care questions by helping them find information on MedlinePlus, an authoritative, free website where the public can find health information in more than 40 languages.

Although Davis, a former medical librarian, is familiar with health care topics, most public librarians do not necessarily have a medical background. Still, they may be faced with an assortment of health-related questions from the public every day.

More than 90 million adults in the United States have low health literacy—how well a person can get needed health information and services, and how well he or she understands them—according to the National Library of Medicine (NLM). NLM produces MedlinePlus, a National Institutes of Health (NIH) website that’s just one of several consumer health resources available to the public.
Webinar Title: Libraries Transform: Health Literacy Toolkit

Date: September 14, 2017 @ 2-3 pm EST

Speakers: Amanda J. Wilson (NNLM, NNCO) & Jeff Julian (ALA)

Description: October is Health Literacy Month. The American Library Association (ALA) and the National Network of Libraries of Medicine have created a Health Literacy Month toolkit for the Libraries Transform campaign. Learn about the campaign and how to use the key messages, data and marketing materials to promote health literacy at your library.
NNLM AND THE PUBLIC LIBRARY ASSOCIATION

**Overall Goal:** Increase awareness of public libraries as potential partners for health outreach in their communities and increase their capacity to provide access to quality health information.

- Website for NNLM/PLA Initiative
- PLA Members - NNLM Monthly Email Newsletter
- Public Libraries Online and Public Libraries (Six articles)
- Customizable, digitally available posters and brochures co-branded with PLA and NNLM
- Marketing of CHIS to public libraries
- Development of resources for external stakeholders (government agencies, mental health care providers, social services etc...)

Please note all of these items are forthcoming and will be announced through PLA and NNLM MAR.
HEALTH INFORMATION RESOURCES
Patient Materials
Find culturally relevant information in multiple languages and formats about health conditions and wellness topics

Provider Information
Discover resources, cultural backgrownders, clinical tools, and guidance about specific immigrant, refugee, and asyilee populations

A-Z Index
Browse the entire collection of patient education materials and provider information tools by topic or category
Toxicology Data Network
https://toxnet.nlm.nih.gov/

Search databases on hazardous chemicals, toxic releases, and environmental health, including LactMed and:
- ChemIDplus – Chemical Identification & Dictionary provides information on structure, property, and chemical toxicity for over 400,000 chemicals.
- HSDB – Hazardous Substances Data Bank with biological and physical data including animal/human toxicity studies on over 5,000 hazardous chemicals.
- DART – Developmental and Reproductive Toxicology literature and
- TOXLINE – Toxicology Literature Online, with citations from toxicological journals including those in PubMed.

DAILYMED

Over 93,000 federally approved prescription drug labels submitted by manufacturers including descriptions, usage, warnings, and patient counseling information.

Dietary Supplement Label Database
https://dsld.nlm.nih.gov/dsld/

This new label database includes information from 50,500 dietary supplement labels for on and off-market drugs. Labels include product information supplement facts and ingredients.

MedlinePlus
https://medlineplus.gov/

Access patient-oriented online information on over 975 health topics. Click Drugs & Supplements or search by drug name or disease. Other topics include: Drug Safety, Vitamins, Over the Counter Medicines, Pain Relievers, and Herbal Medicine.

Mobile Sites
https://www.nlm.nih.gov/mobile/

Access these drug-related mobile sites:
- AIDSinfo
- DailyMed
- Drug Information Portal
- PubMed Mobile
- PubMed for Handhelds
- TOXNET

Drug Information from the NLM
NLM Drug Information Subject Guide
https://www.nlm.nih.gov/services/Subject_Guides/druginformation/

For more information, please visit:

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Reviewed: January 2017
Activate, Collaborate and Educate

Welcome to the Resource Guide for the NNLM course, *Activate, Collaborate, and Educate: Health Outreach and Programming in Your Community*. On this Guide you will find information on how to integrate the reliable and freely available health information resources from the National Library of Medicine (NLM) into health outreach and programming at your institution. The games, activity sheets and materials developed are all done based on information found within the National Library of Medicine’s health information resources such as MedlinePlus and NIHSeniorHealth. Visit the NNLM MAR Outreach Toolkit to learn ways that we support member outreach initiatives.

**NNLM Resource Guides**

These are NLM resources that can be used to create and locate content for health outreach and programming in your community. Many of NLM’s resources provide links into other reliable materials for reputable agencies such as the Center for Disease Control and

**URL** for Health Outreach and Programming Resource Guide
Health Promotion in Your Community Using NHOs

You have an opportunity to help to create a community of health at your library, school, or organization by promoting National Health Observances (NHOs). Even better news for you is that the National Library of Medicine (NLM), National Institutes of Health (NIH), and the Middle Atlantic Region (MAR) are here to help.

As you know NHOs are special days, weeks or months that are devoted to increasing awareness about health and wellness issues. NHOs are generally sponsored by federal government agencies, professional associations or not for profit agencies. Conveniently, health observances remain the same from year to year and provide an opportunity to increase public awareness, and educate the general public about specific health concerns.

The NLM and MAR have some resources that you can use right away to promote NHOs to members of your community. MedlinePlus the premiere health and wellness resource produced by the National Institutes of Health (NIH). NLM will often promote NHO’s on the main page. NHOs are not just about advertising the observance, but also about educating communities about the effects of the various health conditions being featured.

You now have a toolkit of resources that you can use at your institution to help improve awareness and promote health issues in your community. Use the links below to begin using the freely available and reliable resources today.

URL for National Health Observance Slideshow
National Cheerleader Safety Month

Participating in sports and extracurricular activities can be fun, but it can also be dangerous if you are not careful. You can help prevent injuries by

- Getting a physical to make sure you are healthy before you start playing your sport
- Wearing the right shoes, gear, and equipment
- Drinking lots of water
- Warming up and stretching

For more information visit Medlineplus.gov: https://www.nlm.nih.gov/medlineplus/sportssafety.html
Health Campaigns

Sponsored by Government and other reliable agencies.

We Can! Ways to Enhance Children’s Activity & Nutrition (NHLBI, NHDDKD, NICHD, & NCI)
We Can! (Ways to Enhance Children’s Activity & Nutrition) is a national movement designed to give parents, caregivers, and entire communities a way to help children 8 to 13 years old stay at a healthy weight.

Let’s Move! America’s Move to Raise a Healthier Generation of Kids (First Lady Michelle Obama)
Let’s Move is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Sure, this is an ambitious goal.

Media-Smart Youth (NICHD)
Media-Smart Youth: Eat, Think, and Be Active!® is an interactive after-school education program for youth ages 11 to 13. The curriculum combines media literacy and youth development principles and practices with up-to-date research findings and federal recommendations about nutrition and physical activity.

It’s a Noisy Planet (NIDCD)
This national public education campaign is designed to increase awareness among parents of children ages 8 to 12 about the causes and prevention of noise-induced hearing loss (NIHL). The National Institute on Deafness and Other Communication Disorders (NIDCD) sponsors It’s a Noisy Planet. Protect Their Hearing.

PEERx Campaign (NIDA)
Through the PEERx initiative, NIDA is reaching out to help stop prescription drug abuse among teens. PEERx offers a variety of free resources, including the Choose Your Path interactive videos that allow teens to assume the role of the main character and make decisions about whether to abuse prescription drugs.

Mouth Healthy Kids (American Dental Association)
Brought to you by the American Dental Association, get advice for parents, fun and educational dental health activities for children, videos and more.

URL to Health Campaigns (MAR Health Outreach and Programming Resource Guide)
'Engage for Health': A Patient Communication Program

Questions?
Contact:
Lydia Collins
Consumer Health Coordinator
(412) 624-1411
lydia@pitt.edu

About Engage for Health
The Hospital & Healthsystem Association of Pennsylvania (HAP) and its Pennsylvania Hospital Engagement Network (PAHEN) developed 'Engage for Health', a series of tools to conduct a community education program on taking an active role in your health care. In 2016 the Pennsylvania Library Association (PaLA) and the National Network of Libraries of Medicine, Middle Atlantic Region (NNLM MAR) partnered with HAP, the NNLM Evaluation Office (INQO) and the Agency for Healthcare Research and Quality (AHRQ) to update the program and pilot it in 16 libraries across PA. The 'Engage for Health' program is now available for libraries, community and faith based agencies and health care providers to offer in their communities. If you are interested in offering this program, please feel free to use the materials located on this page and contact NNLM MAR for assistance.

We encourage you to offer this program, use the evaluation materials (and send them to us) as well as let us know about the success of your 'Engage for Health' program.

AHRQ published a case study on the 'Engage for Health' program and the pilot project in PA, read the entire case study here.

URL for Engage for Health

'Engage for Health' Program Materials
All of the materials you need to offer the 'Engage for Health' program are freely available. The toolkit includes the presentation slides, speaker notes, role play exercise, pre-post evaluation form (and instructions to send MAR the completed forms), promotional poster and logo.

- Engage for Health Presentation Slides
- Engage for Health Speaker Notes for Presentation Slides
- Engage for Health Role Play
- Engage for Health Pre-Post Evaluation Instructions
- Engage for Health Pre-Post Evaluation Form
- Engage for Health Promotional Poster

Findings from the 'Engage for Health' Pilot Project (2017 Report)
'Engage for Health': A Partnership for Improved Patient-Doctor Communication (MLA 2017 Presentation-PPT)
'Engage for Health': A Partnership for Improved Patient-Doctor Communication (MLA 2017 Presentation-PDF)
NNLM FUNDING
NNLM MAR FUNDING

Currently Open
- Exhibitor
- Health Information Awareness
- Professional Development
- Regional Symposium Award

Currently Closed
- Clinical and Public Health Outreach
- Emergency Preparedness
- Health Literacy
- Health Sciences Library
- Outreach to Consumers

URL to NNLM MAR Funding
HEALTH OUTREACH @ YOUR LIBRARY/ORGANIZATION

- Shows Value
- Enhances Image
- Maintain Relevance
- Increase Visibility
- Stay Current

Adapted from: University of Illinois Current LIS Clips (2003)
LOCATE PARTNERS

URL to NNLM Membership Directory, URL to MedlinePlus Organizations, URL to MedlinePlus Directories and URL to 2-1-1 United Way
NNLM NEO PUBLICATIONS

**Booklet 1:** Getting Started With Community-Based Outreach

**Booklet 2:** Planning Outcomes-Based Outreach Projects

**Booklet 3:** Collecting and Analyzing Evaluation Data

**Measuring the Difference:** Guide to Planning and Evaluating Health Information Outreach

[URL] to NNLM NEO and [URL] for NNLM NEO Publications
Ideal Partners: Academic Libraries, Public Libraries

Through interactive training workshops, AMC librarians assist a diverse group of community members in learning about their health conditions, understanding how to research health information using NLM and other internet resources, and learning how to prepare for a medical appointment including compiling a list of questions for their health care provider.
FREE LIBRARY OF PHILADELPHIA: HARNESING THE POWER OF PUBLIC LIBRARY AND OTHER STAFF TO IMPROVE POPULATION HEALTH

Ideal Partners: Academic Libraries, Academic Departments, Public Libraries

This four-module pilot curriculum provides the necessary tools for library staff to recognize the health and social challenges facing their most vulnerable patrons, engage with those patrons, and subsequently refer them to appropriate community-based resources.
CLINTON-ESSEX-FRANKLIN LIBRARY SYSTEM: EMERGENCY PREPAREDNESS FOR LIBRARIES AND COMMUNITIES IN CLINTON, ESSEX, AND FRANKLIN COUNTIES

Ideal Partners: Public Libraries, First Responders, Emergency Planners

CEFLS libraries developed an emergency plan and educated area communities on emergency preparedness resources.
The Healthy Pet Project (HPP) is a wonderful opportunity to educate community participants in the skills needed to promote healthier lifestyles for their pets, themselves, and in the differences and similarities between pet and human health concerns using a resource like MedlinePlus.
Ideal Partners: Public Libraries, Academic Libraries, Community Centers

This interactive program introduces older adults to healthy cooking techniques and free online health information resources.
Ideal Partners: Libraries, First Responders, Emergency Planners, Public Health Officials

The goal for the project was to increase disaster preparedness levels for Delaware libraries by enabling them to create partnerships with community emergency managers and to acquaint librarians and emergency managers with the roles libraries and librarians can play in assisting a community to recover from disaster.
HEALTHY COMMUNITIES
ACTIVITY
BENEFITS OF NNLM MEMBERSHIP

- Training and Educational Opportunities
- Networking Opportunities
- Funding Opportunities

URL for MAR Training Opportunities, URL for MAR Course Descriptions, and URL for MAR Funding
Order Free Educational & Print Materials

Network Members from the Middle Atlantic Region (Pennsylvania, Delaware, New York and New Jersey) can use the form below to order free educational and print materials from NNLM.

If you are located in another part of the United States, find your region to view materials that are available to you.

NOTE: Maximum order quantity per item: 50. Availability of items is subject to supplies on hand. Quantity represents single items.

URL to Order Free Educational & Print Materials (DE, NJ, NY & PA)
QUESTIONS/COMMENTS
For questions regarding the content of this presentation or to request training please contact:

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Elaina Vitale, Academic Coordinator, ejv@pitt.edu