

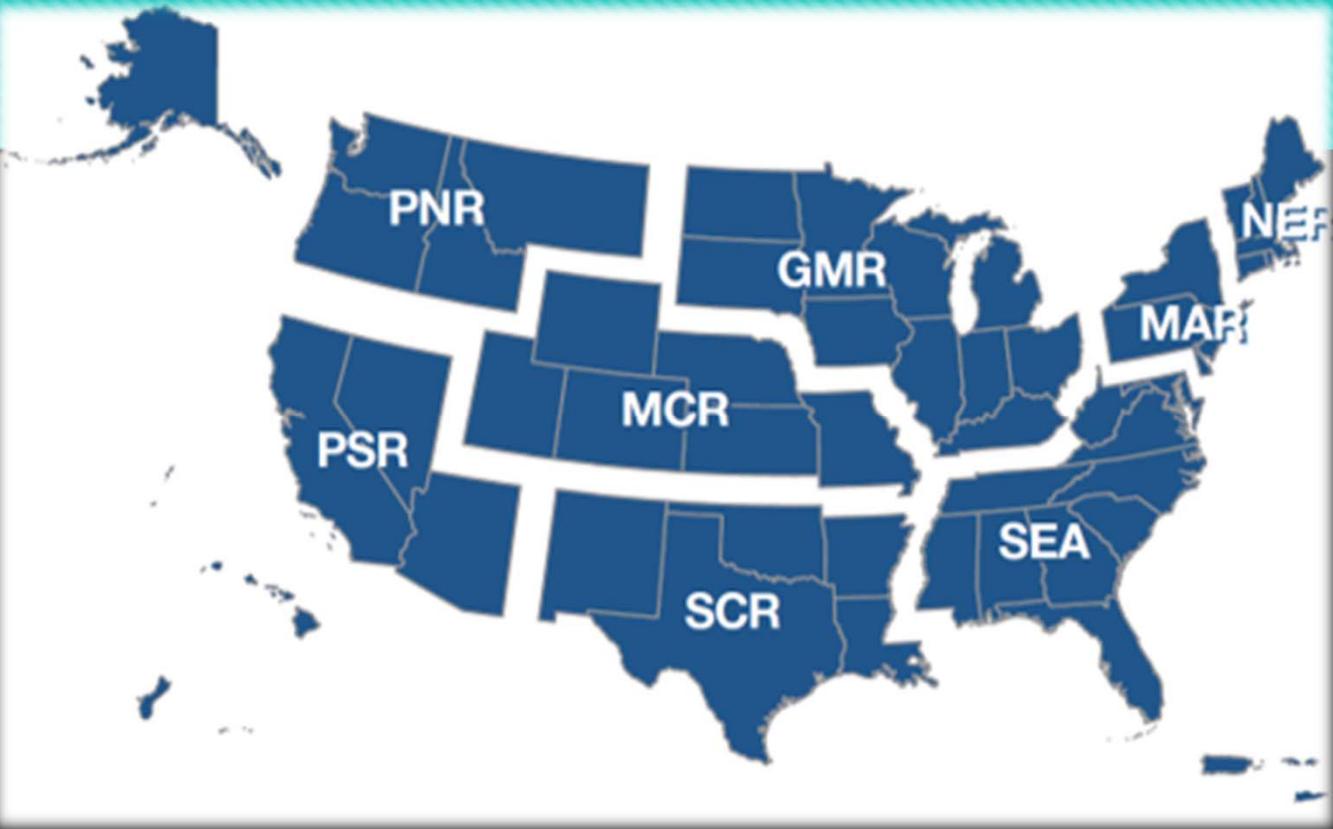
The logo for "Engage for Health" is a speech bubble with a pink top and a green bottom. The text "Engage" is in white and "for Health" is in yellow.

Engage  
for Health

# Using “Engage for Health” to Promote Health Literacy in Your Organization

Michelle Burda, Education and Health Literacy Coordinator

**NIH** > U.S. National Library of Medicine  
*National Network of Libraries of Medicine  
Middle Atlantic Region*



- Greater Midwest Region (GMR)
- Middle Atlantic Region (MAR)
- MidContinental Region (MCR)
- New England Region (NER)
- Pacific Northwest Region (PNR)
- Pacific Southwest Region (PSR)
- South Central Region (SCR)
- Southeastern/Atlantic Region (SEA)

[URL](#) for National Network of Libraries of Medicine and [URL](#) for NNLM MAR

### Databases

- PubMed/MEDLINE
- MeSH
- UMLS
- ClinicalTrials.gov
- MedlinePlus
- TOXNET
- Images from the History of Medicine
- Digital Collections
- LocatorPlus
- All NLM Databases & APIs

## NLM Musings FROM THE Mezzanine

**NLM Musings from the Mezzanine**  
Innovations in and insights about health information from the Director of the National Library of Medicine.

- 1
- 2
- 3
- 4

### Find, Read, Learn

- Search biomedical literature
- Find medical terminologies
- Search NLM collections
- Read about diseases
- Learn about drugs
- Explore history
- Find a clinical trial
- Use a medical dictionary
- Find free full-text articles

### Explore NLM

- About NLM
- Health Information
- Library Catalog & Services
- History of Medicine
- Online Exhibitions & Digital Projects

### Research at NLM

- Human Genome Resources
- Biomedical Research & Informatics
- Environmental Health & Toxicology
- Health Services Research & Public Health
- Health Information Technology

### NLM for You

- Grants & Funding
- Meaningful Use Tools
- Training & Outreach
- National Network of Medical Libraries
- Regional Activities

### News, Events, Videos

- Amanda J. Wilson appointed Head, National Network Coordinating Office, Library Operations, NLM (01/09/17)
- Mark Ziomek appointed Chief, Public Services Division, Library Operations, NLM (01/09/17)
- NLM Director Dr. Patricia Flatley Brennan

“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



# 'Engage for Health': A Health Program in a Box

# Why Should You Offer this Program @ Your Library/Health System?

- Empower Members of Your Community
- Promote Health Literacy @ Your Library/Health System
- Partnership Building for Your Library/Health System
- Support the *All of Us Research* Program



# Health Literacy Defined

- Title V of the Patient Protection and Affordable Care Act defines health literacy as “the degree to which an individual has the capacity to **obtain, communicate, process, and understand** health information and services in order to **make appropriate health decisions.**” (2010)
- It is an emerging public health issue that effects all ages, race and income levels\*.

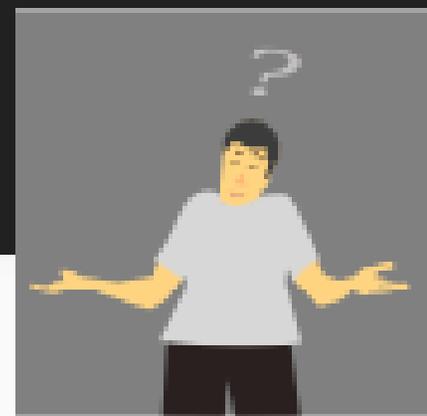
\*National Patient Safety Foundation



# Health Literacy is....

The ability to:

- Find
- Understand
- Communicate
- Use health information





Taking an active role  
in your health care.



# Engagement

The logo for 'Engage for Health' is located in the top right corner. It features a dark blue speech bubble with a pink outline and a green tail. The text 'Engage' is in white and 'for Health' is in yellow. The background of the slide is a dark purple gradient with a large purple circle and a pink vertical bar on the right side.

Engage  
for Health

## What is engagement?

- ▶ Listen
- ▶ Understand
- ▶ Ask questions

## Why is engagement important?

- ▶ Better health and satisfaction

# Tips to Stay Engaged

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Engage  
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- ▶ Take a friend or family member with you
- ▶ Write things down
- ▶ Repeat back what you've heard
- ▶ Ask questions

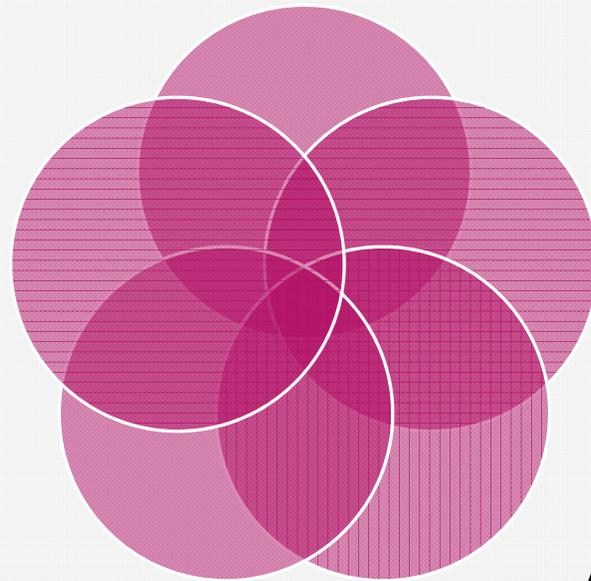
# *Communication*

Design

Health  
Literacy

Usability

Accessibility



# Communication

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*"The single biggest problem in communication is the illusion that it has occurred."*

—George Bernard Shaw

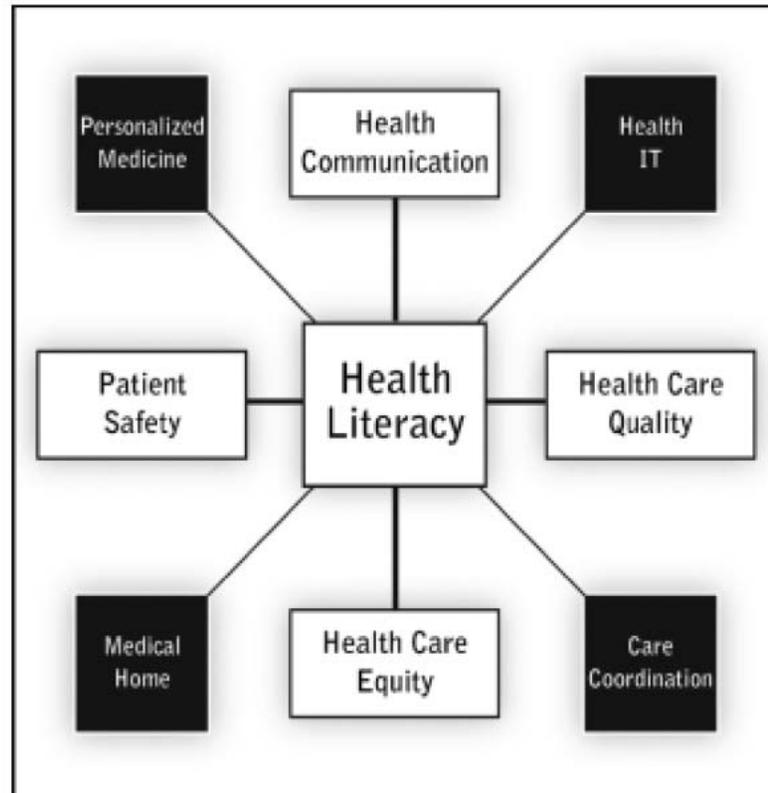
# Questions are the Answers

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[URL](#) for AHRQ Waiting Room Video

Figure 1: The Intersection of Health Literacy with Health Care Improvement



Promoting health care equity: is health literacy a missing link? [Hasnain-Wynia R, Wolf MS. Health Serv Res. 2010 Aug;45\(4\):897-903. PMID: 20646073](#)

# What Did You Hear?

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for Health



# What we remember (or don't)

- ▶ Up to 80% of patients forget what a doctor told them as soon as they leave the office!
- ▶ Nearly 50% of what they do remember is remembered incorrectly!



## 3 Types of Questions

The logo for 'Engage for Health' is located in the top right corner. It features a dark blue speech bubble with the text 'Engage for Health' in white and yellow. The speech bubble is surrounded by several overlapping circles in shades of purple, pink, and green. A vertical pink bar is positioned to the left of the speech bubble.

Engage  
for Health

- ▶ *What* is this test for?
- ▶ *What* are my choices?
  
- ▶ *Why* do I need this treatment?
- ▶ *Why* do I need to decrease how much salt I eat?
  
- ▶ *How* often do I need to take the medication?
- ▶ *How* do you spell the name of that drug?



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1 2 3 4 ▶

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- [Bullying May Take Bigger Toll Than Child Abuse, Neglect](#)
- [Milder Autism Typically Diagnosed Later in Girls](#)
- [Women's Brains May Have Tougher Time Recovering from Concussion](#)

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### MEDICAL ENCYCLOPEDIA

[Make the most of your doctor visit](#)

## Summary

How well you and your doctor communicate with each other is one of the most important parts of getting good health care. Being prepared can help make the most of your visit. Here are some things you can bring:

- Lists of your concerns, any allergies and all the medicines, herbs, or vitamins you take
- A description of symptoms - when they started, what makes them better
- A trusted friend or family member
- A way to take notes during your appointment

URL for Talking With Your Doctor (MedlinePlus)

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Sexual Health

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Q&A

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Drugs & Alcohol

Staying Safe

## Talking to Your Doctor

KidsHealth > Teens > Body > Getting Medical Care > Talking to Your Doctor

Text Size Print

▶ What's in this article?

see more [+]

Listen 

Life gets way more complex when you're a teen. On top of all of the emotional and physical changes you go through, there are more choices and decisions to make and more stresses from school, sports, jobs, family, and even friends.

Lee este artículo en Español 

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URL for Talking to Your Doctor (TeensHealth)

# Activity-Role Play

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Engage  
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A blue speech bubble with a white tail pointing towards the bottom left.

Questions?

A green speech bubble with a white tail pointing towards the bottom left.

Role Play

"Being able to help members of my community advocate for themselves and loved ones was amazing!"

"Our community partner, the health care provider added value to the program by illustrating how asking questions can enhance and improve the healthcare experience."

"My best experience with this health literacy initiative was learning more about the evaluation process. Understanding the give-and-take on formulating the questions. It was very helpful to have the group assist in the evaluation design and these skills can be applied to other aspects of my work."

"Attendees wanted to know why more people didn't attend because the quality of the program was so good."

# Value of Partnering

- ▶ Existing Relationships
- ▶ New Relationships
  - ▶ HAP provided partners
- ▶ Various Agency Types
  - ▶ Hospitals
  - ▶ Health Care Centers
  - ▶ Senior Centers

“Libraries are anchors in our communities - whether our ‘community’ is a school, a college, or a neighborhood.”

RRLC Ex. Director, Kathleen Miller



# 'Engage for Health': A Patient Communication Program

About 'Engage for Health'

Materials for Distribution

## Questions? Contact:



Lydia Collins  
Consumer Health  
Coordinator  
(412) 624-1411  
[lydia@pitt.edu](mailto:lydia@pitt.edu)

[Findings from the 'Engage for Health' Pilot Project](#)   
(2017 Report)

Here is a video of the 'Engage for Health' program that was hosted by the Hershey Public Library in Hershey, PA. This video was produced with funds from HAP.

## About Engage for Health

The Hospital & Healthsystem Association of Pennsylvania (HAP ) and its Pennsylvania Hospital Engagement Network (PA-HEN ) 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 (NEO) 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](#) .



## '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](#)

[URL](#) for Engage for Health Toolkit/Program Materials

# NNLM MAR Funding

## Currently Open

- ▶ Exhibitor
- ▶ Health Information Awareness
- ▶ Professional Development
- ▶ Regional Symposium Award
- ▶ Clinical and Public Health Outreach
- ▶ Emergency Preparedness
- ▶ Health Literacy
- ▶ Health Sciences Library
- ▶ Outreach to Consumers

[URL](#) to NNLM MAR Funding





▶ **Discussion:** What are your thoughts about the 'Engage for Health' program?

For More Information Contact:

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Engage  
for Health

National Network of Libraries of Medicine, Middle Atlantic Region

<http://nnlm.gov/mar/>

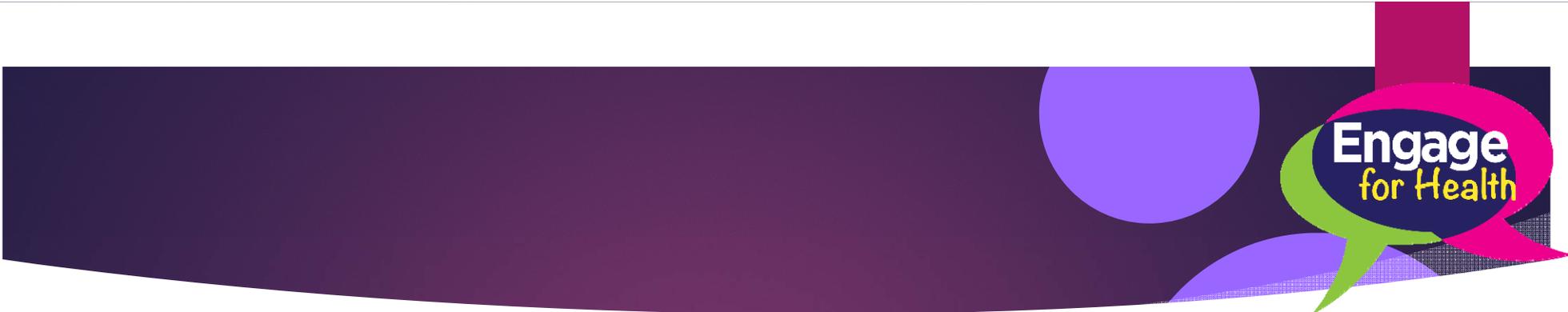
[nnlmmar@pitt.edu](mailto:nnlmmar@pitt.edu)

412.648.2065



This presentation was adapted from the 'Engage for Health': Tools for Health Literacy Community Education from The Hospital & Healthsystem Association of Pennsylvania.

This project is funded by the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Cooperative Agreement Number UG4LM012342 with the University of Pittsburgh, Health Sciences Library System.



**Engage**  
for Health



**Questions?**

Communication is Key!



**H**OUSE<sub>M.D.</sub>

[URL](#) for House MD Video

Image from Fox