HEALTH LITERACY TOOLKIT WEBINAR

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PRESENTERS

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National Network of Libraries of Medicine: Helping Transform Communities Through Health Outreach

NNLM supports *all* libraries through:

- providing access to quality health information;
- delivering training on National Library of Medicine (NLM) and other reliable health information resources; and
- partnering with local, regional and national organizations to further the mission to improve the public’s access to biomedical information

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)
NNLM and the Libraries Transform Campaign

Help libraries showcase their role in community health

Provide access to and training on reliable health information for library staff and their communities

Partner with ALA to maximize the reach of health literacy messages through libraries
LIBRARIES TRANSFORM®

CAMPAIGN GOALS

- Increase public awareness
- Change perception of libraries
- Increase and ensure support for libraries and funding

BECAUSE ADDING MINECRAFT TO CURRICULUM MAY INSPIRE MORE FUTURE ENGINEERS THAN MATHEMATICS ALONE.
KEY MESSAGES

• Libraries transform lives.
• Libraries transform communities.
• Librarians are passionate advocates for lifelong learning.
• Libraries are a smart investment.
BECAUSE STATEMENTS

• Short, clever, effective
• Gateways to data, research, and best practices
• Easy to localize/hard to forget

BECAUSE FAKE NEWS CAN HAVE REAL-WORLD CONSEQUENCES.
LIBRARIES AND LIBRARIANS EMPOWER PEOPLE TO LEAD.

Library resources and programming help patrons develop their leadership skills. And librarians are leaders too: 73% of Americans say libraries promote a sense of community in their region. They’re trailblazers when it comes to social issues like privacy rights and information access, as well as staying at the cutting edge of the digital world—75% of Americans believe libraries help people learn new technologies.
More than 7,500 libraries and supporters have joined so far!
Family engagement and health literacy are key components in improving health outcomes for vulnerable populations.

More than 90 million adults in the United States have low health literacy – how well a person can get needed health information and services, depends on how well he or she understands them.
Health disparities are significantly reduced when individuals have access to quality, tested and accurate multilingual health information.

Reading and talking to young children are family activities that have long-lasting impact on children’s learning, development and overall wellness.
HEALTH LITERACY TOOLKIT
MORE THAN 90 MILLION U.S. ADULTS HAVE LOW HEALTH LITERACY.

Those with limited health literacy skills are more likely to have chronic conditions and are less likely to manage them effectively. For those struggling to make sense of health information, the library is a key resource, providing free access to quality health information and databases that can improve one's quality of life.
Promotional Use(s)/ Activity Suggestions:

Create a display of health topics for your library for different topics of health concerns relevant to your community.

If your library hosts health fairs, health topic speaker series, or other health related events you can use this statement in conjunction with your health event promotion series.
80% OF STROKES, DIABETES AND PREMATURE HEART DISEASE ARE PREVENTABLE.

Most people recognize the names of the most common chronic diseases and conditions like arthritis, cancer, heart disease, stroke, type 2 diabetes and obesity. What they may not realize is that many of these health problems are among the costliest and are preventable.
Promotional Use(s)/ Activity Suggestions:

For National Health Observances that are also chronic illnesses, you can promote library resources on that topic as well as any speakers/events that you may host in the library.

If your library/library staff participates in chronic disease fundraisers/activities you could use this statement along with the promotion of those activities happening locally.
HEALTHY EATING DOESN’T HAVE TO BE DIFFICULT.

Libraries and other community agencies are partnering to increase healthy food access across the nation. Public libraries have incorporated nutritional education into their summer reading programs, partnering with other community organizations to provide healthy lunches or nutrition education for the youth in their community.
Promotional Use(s)/ Activity Suggestions:

Use to promote gardening, cooking, and story times around nutrition. March is National Nutrition Month and September is Fruits & Veggies – More Matters Month; this can be a featured Because statement for those months.
PUBLIC LIBRARIES PROVIDE A VARIETY OF SERVICES TO OLDER ADULTS.

As adults live longer, the proportion of the population that is ages 65 and older will continue to increase, and is projected to more than double from 46 million today to over 98 million by 2060.
Promotional Use(s)/ Activity Suggestions:

This statement can be used to promote the numerous programs created specifically for the aging population, including programs around art, knitting, storytelling/oral history, yoga, and silver sneakers.

Use this statement in the spaces that you use to promote and hold programs for older adults at your library.
LIBRARIES ARE UNIQUELY POSITIONED AND HAVE THE EXPERTISE TO TEACH HOW TO EVALUATE HEALTH NEWS.

The average air time for a TV health story is 33 seconds. These stories often include sensational claims, are not supported by data, have a single source and disregard clinical trials. Library programs that develop media literacy and critical thinking can help the public separate fact from fiction when it comes to health news.
Promotional Use(s)/Activity Suggestions:

Place this statement near your magazines/newspapers and computer use areas, or information commons in academic settings, to remind library users to be mindful of what they hear in the news.

If your library offers a training session on evaluating health news, then this can be used within the promotion of that event.
LIBRARY PARTNERSHIPS OFFER INFORMATIVE AND QUALITY HEALTH PROGRAMMING FOR THEIR COMMUNITIES.

A recent study found that public libraries in the U.S. advance equal access to health information in many important ways: 60% of the public libraries surveyed help patrons identify health insurance resources; and 58% help patrons locate and evaluate free online health info.
Promotional Use(s)/Activity Suggestions:

Share this Because statement with your partner agency and ask them to use it in their marketing of your joint programs.

If you allow other agencies to use your library space to offer support groups, lunch talks, or other events, then this can statement can be featured.
Family engagement and health literacy are key components in improving health outcomes for vulnerable populations, and public libraries provide opportunities to promote health and wellness through outreach, programming and partnerships with other regional agencies.
Promotional Use(s)/Activity Suggestions:

If your library conducts story times around health and wellness topics, this Because statement can help promote including Family Place Libraries programs and other activities that focus on early childhood development.
MORE THAN 25 MILLION AMERICANS HAVE A RARE DISEASE.

Rare diseases may involve chronic illness, disability and premature death; are frequently not diagnosed correctly; and are often very complex.* It can be hard to find a specialist who knows how to treat a particular rare disease, but library staff can assist in directing people to reliable online resources that will assist them with locating a specialist of their choice.
Promotional Use(s)/Activity Suggestions:

Even if an individual doesn’t have a rare disease, this Because statement is a way to bring about awareness of rare diseases as well as those who manage them daily; it can be used in conjunction with national health observances, as well as health-focused social media trends like the ALS Ice Bucket Challenge.

As libraries provide opportunities to learn about family histories/genealogy, this Because statement can highlight programs around family health histories.
LIBRARIES HELP MULTILINGUAL POPULATIONS GET THE HEALTH INFORMATION THEY NEED.

1 in 5 Americans speak a language other than English at home, which can make it challenging to access health care. Health disparities are significantly reduced when individuals have access to quality, tested and accurate multilingual health information available—this helps to improve the quality of service as well as advancing the goal of health equity.
Promotional Use(s)/Activity Suggestions:

Display this Because statement near the health-related books that you have with a list of resources available in other languages around health topics.

This way, library users know that even if there aren’t books available in their native language, there are resources such as those from the National Library Medicine to provide access to reliable health information in various languages online.
• Sign up at librariestransform.org.
• Use the campaign messaging or tools to promote a program or service.
• Tell us how your library is transforming at campaign@ala.org.
• Join NNLM for health outreach activities and opportunities.
WHY SHOULD YOU JOIN THE CAMPAIGN?

• Access to high quality messaging and materials
• Be a part of amplifying the message about libraries at a national level
• ALA’s support

BECAUSE ACCESS EQUALS OPPORTUNITY.
WHAT IS YOUR COMMITMENT?

• Keep us up to date
• Send examples
• Share stories
• Provide feedback
• AND…it’s free!

BECAUSE FREE WI-FI SHOULDN’T REQUIRE A RECEIPT.
About

What is Libraries Transform?

The Libraries Transform campaign is designed to increase public awareness of the value, impact and services provided by libraries and library professionals. ALA is offering resources and support for libraries willing to participate in this campaign.

Why should my library get involved?

Libraries Transform ensures that there is one clear, energetic voice for our profession, showcasing the transformative nature of today's libraries and elevating the critical role libraries play in the digital age. That voice becomes amplified as more and more libraries of all types sign onto the campaign. At the national level, ALA and its divisions are working to send the Libraries Transform message through national media, national stakeholders and decision-makers.
BECAUSE LEARNING TO READ COMES BEFORE READING TO LEARN.

BECAUSE ADDING MINECRAFT TO CURRICULUM MAY INSPIRE MORE FUTURE ENGINEERS THAN MATHEMATICS ALONE.

PORQUE 5 DE CADA 5 MÉDICOS CONSIDERAN QUE LEERLES EN VOZ ALTA A LOS NIÑOS FOMENTA EL DESARROLLO DEL CEREBRO.
Because 5 out of 5 doctors agree reading aloud to children supports brain development.
Like much of the country, we’ve had unseasonably warm temperatures in Chicago recently. While we know it’s much too early for the arrival of spring, it’s a great reminder that National Library Week is less than two months away. Some new tools for the campaign and National Library Week are featured in this month’s newsletter. Tell us about your plans for National Library Week.

The Sky is the Limit for One Library in Big Sky Country

It’s no coincidence that the Missoula Public Library recently received overwhelming voter approval for a $30 million referendum for a new library; library patrons are well acquainted with the many ways the library reaches out to the community. The new library will triple its circulation from 200,000 items to around 600,000.
Questions
Links to Resources

[URL] to National Library of Medicine (NLM)
[URL] to National Network of Libraries of Medicine (NNLM)
[URL] to Join NNLM
[URL] to sign up for Libraries Transform Campaign
[URL] to Libraries Transform Campaign Map
[URL] to Libraries Transform Toolkit
[URL] to Libraries Transform Health Literacy Toolkit
[URL] to Sign up for News and Updates
[URL] to Join or Renew Your ALA Membership
[URL] to Webinar Evaluation
Contact Information

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