

An Overview of BHIC Subscribers and Content
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September 2014

The Bringing Health Information to the Community (BHIC) blog was created in 2004. In the years since, the number of subscribers to the blog has grown, and the blog now has several contributors that create and post content. Subscribers to the blog receive the “Digest” which is an email with all of the day’s posts in it. In the current format, Monica Rogers, MidContinental Region, is the lead author, posting content every week and sending out the Digest daily. Contributors to the blog have anywhere from 1 to 3 days a month assigned to them to post content. In order for the BHIC blog to be a truly national resource, contributors are all NN/LM Coordinators from other regions including the Middle Atlantic Region, Pacific Northwest Region, South Central Region and the Pacific Southwest Region.

Methodology

Between September and October 2013, the BHIC blog posted a questionnaire for readers to fill out. The purpose of the questionnaire was to get a better understanding of who was reading and subscribing to the blog and what kind of content did they want to see posted to the blog. There were 403 subscribers to the Digest when the questionnaire was sent. The questionnaire was posted to the blog and sent through the Digest 3 times. There were 105 responses. The original questionnaire has been included as Appendix A.

Results

1. “Where do you work?”

Community Based Organization or Non Profit	14.42%	15
Government agency (federal, state, or local)	18.27%	19
Academic setting (college, university, etc.)	40.38%	42
Hospital or Clinic	14.42%	15
Responses	12.50%	13
Other (please specify)		
Total		104

Prior to the survey, the assumed majority of subscribers were in academia and the survey supported this. The “other” response category was larger than expected and included public libraries, k-12 libraries, health networks, trade associations and a corporate setting, such as someone associated with a wellness program.

2. “Please rate the content on BHIC.”

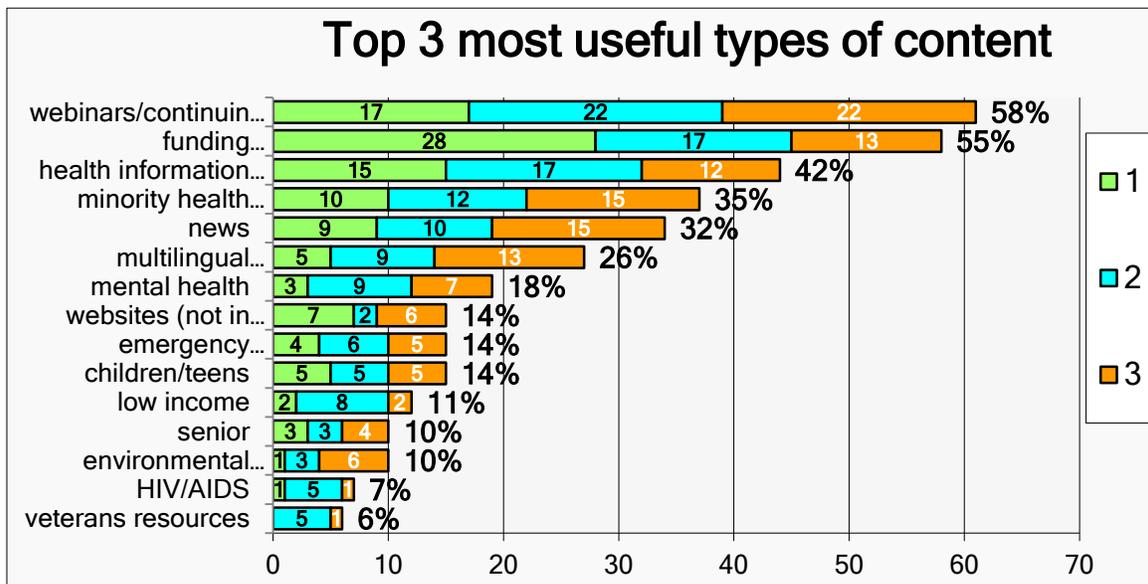
One hundred percent or all participants responded to this question with 56.19% (or 59 people) rating the content “very useful,” 43.81% (or 46 people) rating the content “useful,” and the option of “not useful” receiving no responses.

3. “Please rank the top 3 most useful types of content.”

There were 15 categories presented, and participants were asked to rank their first, second and third most useful types of content. The categories corresponded to the “tags” used to label the blog posts. There was some overlap between tags, such as the “websites” tag getting used on all types of online databases, so there was an “other websites” category possible. Some infrequently used “tags” such as “National Library of Medicine News” were not an option for readers to rate.

Below is a chart that shows the choices, as well as the distribution of the rankings. This is important for a category like mental health where it was rated 7th, receiving few votes for being the most useful (#1) but did receive a fair number of votes over all.

Three Most Useful Types of Content -



4. “What topics or types of content would you like to see added to the blog?”

The responses were varied. Some of the responses are things the BHIC blog deliberately chooses not to include, such as “Current health data and statistics specific to Douglas County, (where Omaha is,)” but other suggested topics have been expanded upon. There were several requests for more ACA resources and updates as well as other public health policy. There were several responses requesting the BHIC blog continue to promote funding opportunities and continuing education. We have tried to accommodate some requests for information “sooner” for funding opportunities as well as promotional events like “minority health month” and similar public health initiatives.

5. What tools do you use to share information from BHIC posts?"

Participants were able to choose more than one option. The overwhelming majority of readers use email at 88.46% (92 people.) Facebook was second most used with 14.42% (15 people) Twitter, LinkedIn and "I don't share" each had about 5% (either 5 or 6 people) The option for "other" was varied but "word of mouth" was mentioned more than once, and LibGuide or library resources database were mentioned several times as well. Because readers frequently share posts, this prompted the use of the AddThis widget, allowing users a way to directly share the blog post from the page by using email, Twitter, Facebook, and other social media accounts.

6. "Please add any other comments you may have about the BHIC blog"

There were 51 total responses to this question and they were overwhelmingly positive. The single outlier was critical of the tone of coverage the BHIC blog used when promoting ACA resources, "It needs to be less obviously pro-Obamacare in its coverage. As a taxpayer funded service it should show all sides of an argument and not just what makes the left/liberal view of the healthcare department look good." While feedback is valued by BHIC contributors, no action was taken based on this particular comment, and the BHIC contributors were pleased that this was the only criticism of the blog.

The rest of the feedback was supportive. Some examples:

- "A great source of information that we would never have time to seek out."
- "The blog is well run! I appreciate being made aware of resources I may not have otherwise found."
- "The resources are great. I forward/share at least one resource a week to my community partners that are a "good fit". Thank you for continuing the service."
- "Great job...I am often able to pull info to post on our Facebook page. It is very much appreciated!"
- "I use it mostly to inform my own knowledge base and familiarity with issues that may affect a wide spectrum of people since i do outreach with a city public library; so very important for me to understand where people are coming from and to have more open communication with them when i can have access to news and resources about information that is relevant to their lives"
- "I have shared the blog postings with many health professionals here in the university and am always thanked. Several have subscribed themselves and everyone wants to know How I found "that" out. You make me look good."
- "I gather funding opportunities for the whole BU Department of Family Medicine and other friends nationally who are also doing grants. I will tell you this is just a MARVELOUS resource for us! And if you email, you get an immediate response. On a scale of 1 to 10, BHIC is a 20!"

- “What I value and appreciate the most is that the information is of the highest caliber. I don't have to second-guess or double check the facts, it is truly reputable.”
- “It's the most useful blog I receive!”

Changes

Based on the results of the questionnaire, the BHIC blog now has added a sharing feature. The AddThis widget is built in to the BHIC homepage, as well as appearing at the bottom on every post page. It allows readers to share BHIC content over a wide variety of social networks. The AddThis widget allows for sharing over 300 different networks and apps and continually adds new platforms as they become available.

Conclusion

Content posted to the BHIC blog is in-step with what readers rated highly, and the blog will continue to promote funding opportunities, continuing education, and focus on health literacy resources for special populations.

Appendix A

BHIC Questionnaire

Thank you for being a Bringing Health Information to the Community (BHIC) reader. This is a short (only 6 questions!) questionnaire so we can bring you the best content possible.

PRIVACY/OPT OUT

Your privacy is very important to us. We will NOT collect any identifiable information about you and your participation is completely voluntary. If you feel uncomfortable in participating in this questionnaire, simply close your browser window to exit this questionnaire.

CONSENT

By selecting the "Next" button, you are acknowledging your consent to participate in this questionnaire and to allow your responses to be used in any subsequent publications. If you decide to participate, you are free to withdraw your consent and discontinue participation at any time.

1. Where do you work?

- Community Based Organization or Non Profit
- Government agency (federal, state, or local)
- Academic setting (college, university, etc.)
- Hospital or Clinic
- Other (please specify)

2. Please rate the content on BHIC.

- not useful useful very useful

BHIC Questionnaire

3. Please rank the top 3 most useful types of content.

	1	2	3
children/teens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
webinars/continuing education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
emergency preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
environmental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
funding opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
health information literacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
low income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
minority health concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
multilingual resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
senior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
veterans resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
websites (not yet in 6 the above categories)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What topics or types of content would you like to see added to the blog?

5. What tools do you use to share information from BHIC posts?

- facebook
- twitter
- email
- linkedin
- I do not share
- Other (please specify)

6. Please add any other comments you may have about the BHIC blog