Public Health and Public Libraries: Librarians as Health Literacy First Responders

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NIH
U.S. National Library of Medicine

NN/LM
National Network of Libraries of Medicine

Health Literacy: Why It Matters

What is Health Literacy?

"The degree to which an individual has the capacity to ***obtain***, ***communicate***, ***process***, and ***understand*** basic health information and services to make appropriate health decisions."

Patient Protection and Affordable Care Act of 2010, Title V

“Cost” of Low Health Literacy

- 36% of the U.S. adult population (87 million people) have basic or below basic health literacy.
- Low health literacy costs the U.S. approximately $106 billion to $236 billion annually.

URL for The Health Literacy of America’s Adults Report (2006)

URL for Low Health Literacy: Implications for National Policy (2007)

Seeking Health Information Online

The internet as diagnostic tool...

1. **59%** of U.S. adults have looked online for health information in the past year.

2. **35%** of U.S. adults say they have used the internet to try to figure out what medical condition they or another may have. We call them **"online diagnosers."**

3. **53%** of online diagnosers talked with a clinician about what they found online.

4. **41%** of online diagnosers had their condition confirmed by a clinician.

URL for Pew Health Online 2013

Health Literacy & Your Community

Changing Health Behaviors through Education

Prenatal and postnatal care can drastically affect a child's development: children's librarians can make a difference!

Photo credit: Prince George's County Memorial Library System

Back to Sleep Campaign

Objectives of Campaign

- **Reduce the risks of SIDS by 10% over a 5 year period**
- **Increase awareness/knowledge of risks of SIDS**
- **Increase awareness/knowledge of parent actions to reduce risk of SIDS**

In Canada

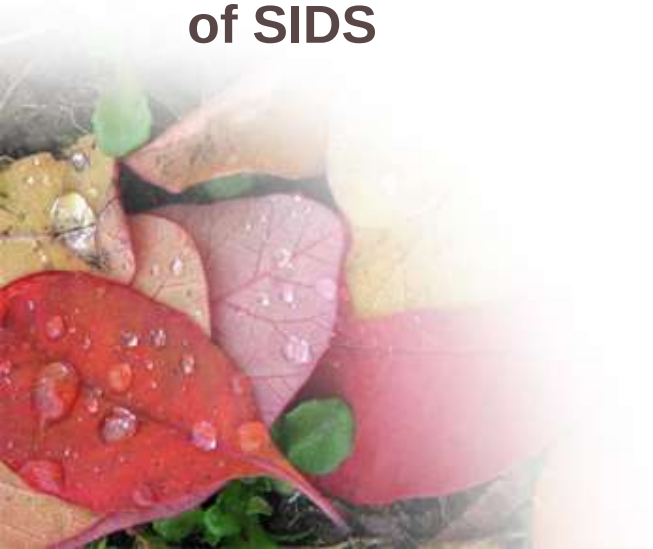


Photo credit: “Tools of Change”

Health Disparities Between Communities

Photo Credit: medicalxpress.com

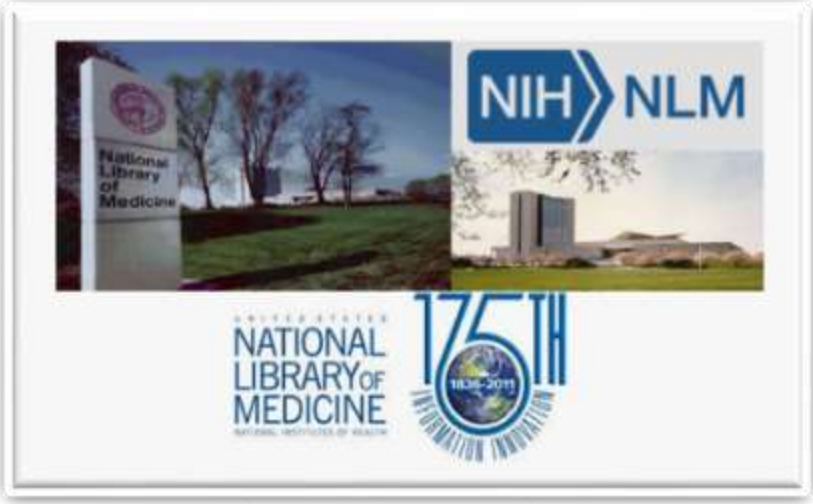
Latina women have the highest rate of children affected by spina bifida

This is a neural tube defect linked to low folic acid consumption during pregnancy.

Spina bifida was reduced in Hispanic communities through effective public health campaigns.

NLM and NN/LM
(Training and Resources)

U.S. National Library of Medicine



- Established in 1836
- One of the institutes of the National Institutes of Health (NIH)
- World's largest biomedical library
- Produces free, authoritative electronic health information resources
- 130+ health information databases

URL for NLM

National Network of Libraries of Medicine (NN/LM)

- Nation-wide program coordinated by the National Library of Medicine
- Established in the National Library of Medicine Act (1965)
- Core component of NLM outreach
- 8 Regional Offices

Mission: Provide health professionals and the general public with equal access to health information

URL for NN/LM

NN/LM & The Birth of Consumer Health Outreach

Free Medline (1997)

Public Libraries Pilot Project (1998)

MedlinePlus Debut

22 Topics (1998)

NIH U.S. National Library of Medicine

NN/LM Mission Expanded

Implementation:

- Training
- Funding
- Exhibiting
- New RML staff position

Expanded to include:

- Outreach to the general public
  - Focus on special and underserved populations
- Collaborations with public libraries, community and faith-based organizations

URL for Public Libraries as Community Partners (NNLM)

Support from Your Regional Medical Library

- Assessment/Evaluation
- Consumer Health
- National Library of Medicine Resources
- Outreach/Advocacy
- Technology/Systems

URL for NN/LM Training Page
URL for NN/LM Funding Information

Strength in Partnerships

NLM Consumer Health Resources and Health Programming Ideas

U.S. National Library of Medicine

MedlinePlus®
Trusted Health Information for You

Search MedlinePlus GO

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Health Topics Drugs & Supplements Videos & Tools Español

Health Topics
Find information on health, wellness, disorders and conditions

Drugs & Supplements
Learn about prescription drugs, over-the-counter medicines, herbs, and supplements

Videos & Tools
Discover tutorials, health and surgery videos, games, and quizzes

Medical Encyclopedia
Articles and images for diseases, symptoms, tests, treatments

Medical Dictionary from Merriam-Webster

Look up in Dictionary GO

October is Breast Cancer Awareness Month

Learn about prevention, screening and treatment

1 2 3 4 ▶

Today's Health News
Dietary Supplements Land Thousands in The ER Each Year

Job Stress Tied to Stroke Risk, Study Suggests

Should the Annual Physical Be Scrapped?

More health news

Clinical Trials
Search ClinicalTrials.gov for drug and treatment studies.

Stay Connected
Sign up for MedlinePlus email updates

Enter email address GO

NIH MedlinePlus Magazine
Read the latest issue

Easy-to-Read Materials

Organizations and Directories

Health Information in Multiple Languages

MedlinePlus Connect for EHRs

URL for MedlinePlus

MedlinePlus Program Ideas

Adults

- Find Reliable Health Information
- Evaluating Health Information
- Talking With Your Doctor

Teens

- Online Safety
- Evaluating Health Information
- Drug Abuse Education

Children

- Nutrition
- Safety
- Pet Health

URL for Videos & Tools (MedlinePlus)

Toxie the Cat helps children (ages 7-11) find the hazards hidden in each room and offers hints when needed.

Available in English and Spanish

“For Teachers” section includes 3 lesson plans with student worksheets/activities”
Parent Resources

URL for ToxMystery

Drug Information Program Ideas (Teens)

URL for NIDA for Teens

URL for Drugs and Young People (MedlinePlus)

Home | Health Topics A-Z | Videos A-Z | About Us | Contact Us

NIHSeniorHealth

Built with You in Mind

Resize Text: A A A | Change Contrast | Print | Sign Up | Share

Health and wellness information for older adults from the National Institutes of Health.

Health Topics by First Letter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Categories

- Bones and Joints
- Cancer
- Diseases and Conditions
- Healthy Aging
- Heart and Lungs
- Memory and Mental Health
- Treatments and Therapies
- Vision and Hearing
- All Topics A-Z

Featured Topic

Psoriasis

Exercise Stories

People of all ages and physical conditions benefit from exercise and physical activity. These exercise stories feature older adults and the diverse activities they enjoy.

Health Videos

Many of our health topics feature short videos that complement the information in the topic. The health videos offer up-to-date medical information, tips for healthy living, and inspiring stories of older adults who are [illegible]g with diseases or conditions of aging.

Free Tips on Healthy Aging

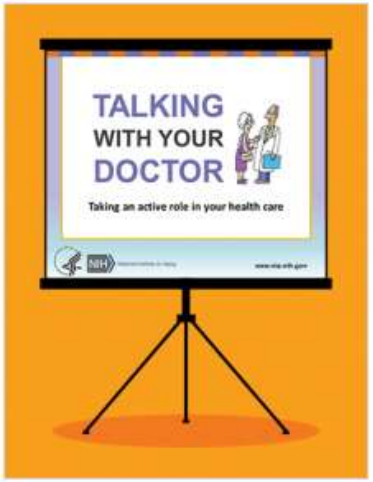
Sign up here for free tips on healthy aging from NIHSeniorHealth.

Training Tools

Are you interested in helping older adults learn to search online health information on their own? Browse the Trainer's Toolkit for more information.

URL for NIHSeniorHealth and URL for NIHSeniorHealth Trainer's Toolkit

Talking With Your Doctor Presentation Toolkit



Help older adults make the most of their medical appointments with the Talking With Your Doctor Presentation Toolkit (based on NIA's popular booklet *Talking With Your Doctor: A Guide for Older People*). It's easy to use—you do not need any special expertise or training. The presentation features tips for how to:

- Get ready for a doctor's visit
- Effectively talk with a clinician about health concerns
- Make collaborative decisions about treatment
- Remember what was discussed following the appointment

You can download the entire Presentation Toolkit as a zip file or download each file individually below:

- PowerPoint Presentation (approximately 45 minutes)
- Speaker Script and Notes
- tation Handouts
- Preparing for the Presentation

URL for Talking With Your Doctor Presentation Toolkit
URL for Go4Life Campaign Partner Information
URL for Go4Life Get Free Stuff

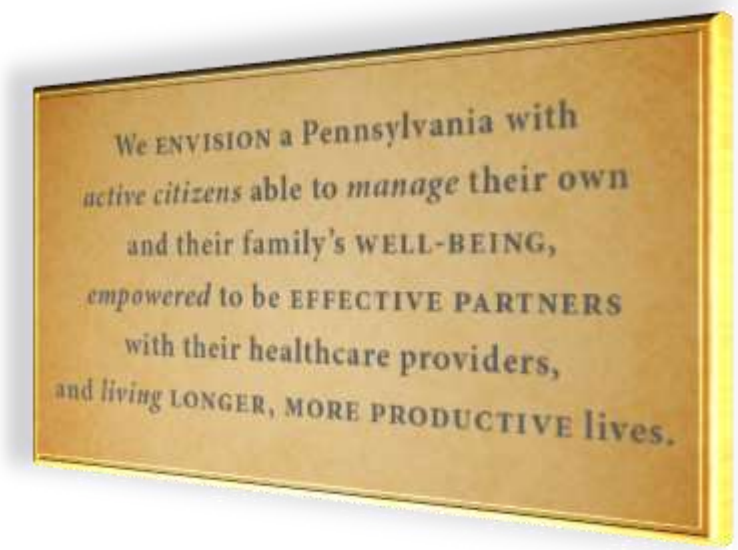
NN/LM MAR: Region 1

Cooking for Good Health
Laurel Public Library
Laurel, DE

NN/LM MCR: Region 4

PaLA

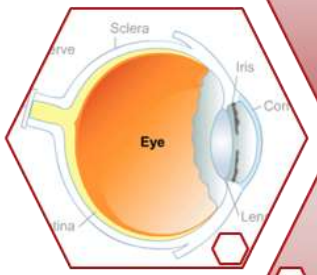
PENNSYLVANIA LIBRARY ASSOCIATION



URL for PA Forward web site

URL to PA Forward Toolkit

Health Program Ideas



Mental Health

Specific Disease Awareness

Health Information Resources

Finances

Relationships

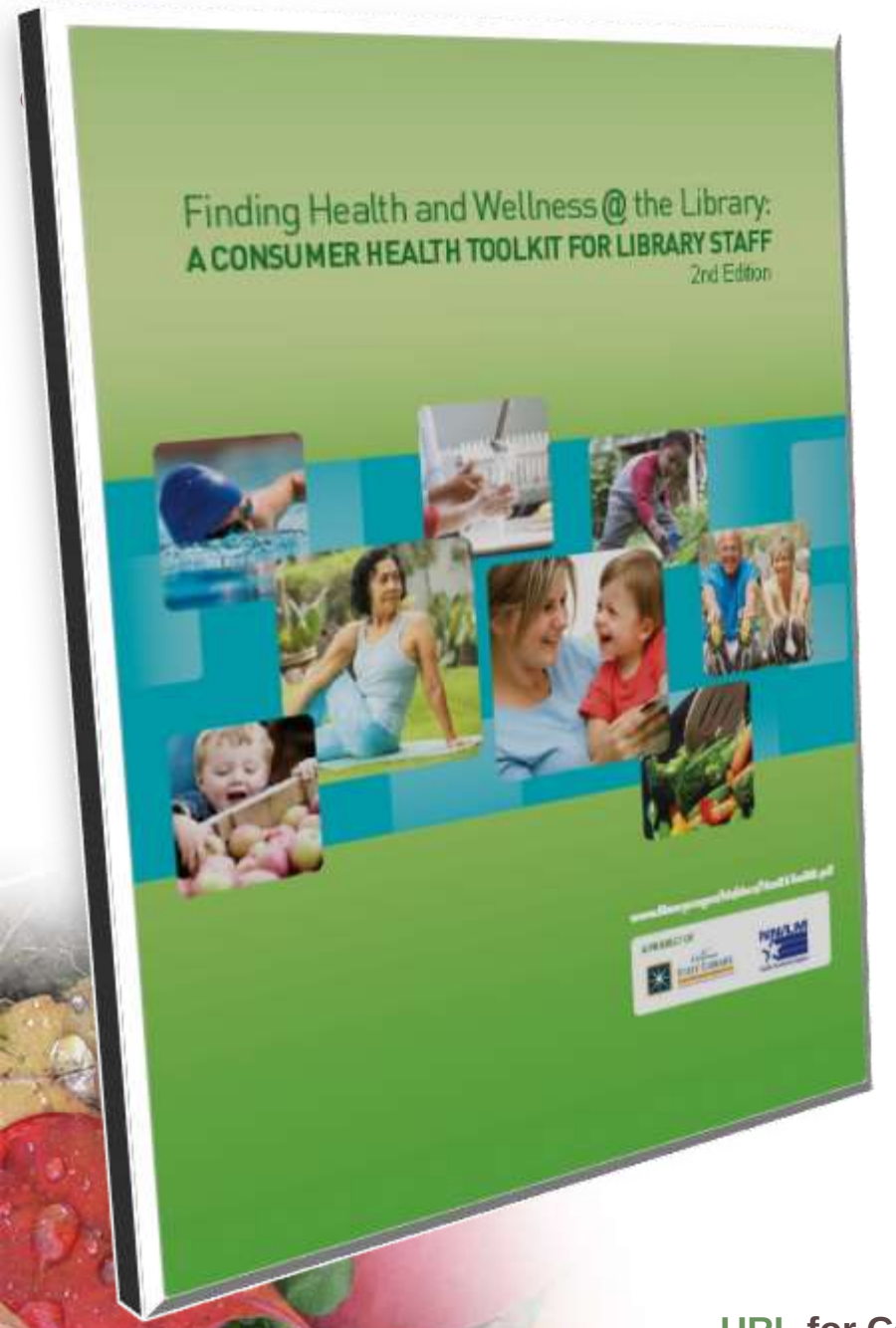
Health Fraud

Sexual Health

Nutrition

Advance Directives

End of Life Issues



What's inside…

Consumer Health Resources

- Health Check Tools
- Mobile Apps & Sites

Consumer Health Information Services

- Community Needs Assessment
- Reference Services

Technology & Health

- Health-related Audio and Video Podcasts
- Personal Health Records and Electronic Health Records

Workplace Wellness

- Creating Healthy Libraries
- Planning and Implementing Wellness Programs

and more

URL for Consumer Health Toolkit

Summer Reading 2016: Wellness, Fitness & Sports

Children: On Your Mark, Get Set, Read

Teens: Get in the Game: Read

Adults: Exercise Your Mind – Read

URL for NN/LM MAR Training

1) No activity is too small
2) Partner with local agencies
3) Look to NLM for great resources!
4) Contact your local NN/LM office to support your efforts!!

Thank You

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National Network of Libraries of Medicine

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