Beyond an Apple a Day: Providing Consumer Health Information at Your Library

National Network of Libraries of Medicine
(http://nnlm.gov)

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Introduction to NNLM

The National Network of Libraries of Medicine’s (NNLM) mission is to advance the progress of medicine and improve public health by providing all U.S. health professionals with equal access to biomedical information and improving the public’s access to information, enabling them to make informed health decisions.

The program is coordinated by the National Library of Medicine and carried out through a nationwide network.
Introduction to NNLM

- National Institutes of Health
  - The nation’s medical research agency, comprised of 27 Institutes and Centers

- National Library of Medicine
  - An NIH Institute and the world's largest biomedical library

- National Network of Libraries of Medicine
  - Comprised of 8 Regional Medical Libraries and 5 Offices

- Regional Medical Library
  - 8 university health science libraries serve as regional offices to promote and provide access to health information in their communities
Agenda

- History and evolution of consumer health
- Challenges of providing consumer health information at your library
- The reference interview
- Ethics
- Planning a consumer health service
- Collection development
- Consumer health on the internet
- Outreach and collaboration
- Project development and marketing

CONSUMER HEALTH & HEALTH LITERACY
Consumer Health – then and now…

- 1972 Patient Bill of Rights

Realities of Health Care today:
- Patients are now asked to make decisions about their own disease process.
- Most patients do not have the tools or knowledge to make fully informed decisions.
- Health literacy
- Libraries can help!

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evolution of e-patients

- 2000: 52 million Americans searched online for health info
- 2002: 73 million
- 2006: 113 million or 80% of American Internet users
- 2006: only 25% of online health seekers said they always or usually check the source and date of health information online.
- 2013: 59% of U.S. adults looked online for health information in the past year
  - 35% of U.S. adults say they have used the internet to try to figure out what medical condition they or another may have ("online diagnoser")
  - 53% of online diagnosers talked with a clinician about what they found online.
- “Googling for a diagnosis”
Literacy

- How do we define “literacy”?

- What about “health literacy”?
Health Literacy

- The ability to read, understand and act on health information [Pfizer 2002]
- The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions [Healthy People 2010, 2020]

Health Status

What is the strongest predictor of an individual’s health status?
- Age
- Income
- Employment status
- Education
- Literacy skills
- Racial/ethnic group
Fill in the blanks

- One out of ? American adults reads at the 5th grade level or below.

- American reads at the 8th to 9th grade level, yet most health care materials are written above the ? grade level.

- One out of 5

- 10th grade
Why is health literacy so critical?

- Essential life skill
- Public health imperative
- Essential part of social capital
- Critical economic issue

Source: "Navigating Health: The Role of Health Literacy", Kickbusch

Resources for health literacy

- **MedlinePlus – Easy to read**
  - Easy to read resources and a how to write easy to read page

- **Ask Me 3, Partnership for Clear Health Communication**
  - 1. What is my main problem?
  - 2. What do I need to do?
  - 3. Why is it important for me to do this?
THE REFERENCE INTERVIEW & PLANNING A SERVICE

Challenges of the reference interview in the context of health information
Challenges of the reference interview in the context of health information

- Not being familiar with the resources
- Medical terminology
- Knowing how much to ask
- Using open ended questions
- Being aware of body language
- Not offering personal experiences
- Others?

The Reference Interview

...in the context of health information

- Be empathetic
- Be an active listener
- Use open ended questions
- Respect privacy / confidentiality
- Be prepared for emotions
- Be aware of body language
- Know your limits and limits of collection/access to info
- Do not be afraid to refer the patron back to his/her health care provider
Disclaimers + caution statements

- "Materials in the Resource Center represent the opinions of the authors and are intended as a complement, not a substitute for the advice of your healthcare providers."

- "You should not act or rely upon any of the resources and information available in or from this website without seeking the advice of a physician or other healthcare provider."

Ethical Guidelines

- Privacy / Confidentiality
- Know the limits of your collection/information access
- Do not interpret medical information
- Use a disclaimer or caution statement
Planning the service

What should be done first?

- Needs assessment
  - Agency for Healthcare Research and Quality
  - Leapfrog
  - Health grades
  - Joint Commission

Demographics

- Analyze the demographics of your community
  - CDC Fastats
  - Kaiser State Health Facts
  - Hospital Compare
CONSIDERATIONS OF STARTING A CONSUMER HEALTH SERVICE AT YOUR INSTITUTION?

Collection Development

- Look for book lists from other institutions
  - Medical Library Association
  - Health science libraries
  - Other libraries
- Article: [Criteria to Develop CH collection](#)
CONSUMER HEALTH RESOURCES

Consumer Health on the Internet

- The ABC’s of evaluation
  - Accuracy
  - Authority
  - Bias
  - Currency
  - Coverage
  - And, user friendliness
Welcome to the new NIA website!

We’ve changed our look to make it easier for you to find health information, get help with funding, and browse news.

IN THE NEWS

[https://www.nia.nih.gov/]

ClinicalTrials.gov is a registry and results database of publicly and privately supported clinical studies of human participants conducted around the world.

[https://clinicaltrials.gov/]
COLLABORATION + HEALTH INFORMATION OUTREACH
NNLM funded projects

Potential Collaborators
10 top reasons to market your library?

- Competition for customers
- Competition for resources
- Maintain your relevance
- Stop being taken for granted
- Promote an updated image
- Visibility
- Valuable community resource
- Rising expectations
- Survival
- Beneficial to library image


Marketing ideas:
Marketing ideas:
- Bookmarks
- Websites
- Press releases
- Lecture series
- Videos in hospital waiting room
- Screening clinics
- Health fairs
- Newsletter
- Public speaking to community groups
- Pedometer program
- Consumer health database searching series
- Others?

The Elevator Speech
In 15 seconds or less:
- Who we are?
- What we do?
- Why does it matter?

Practice, practice, practice!
Reflection

- Think of the three most important take home messages from today’s presentation.
- Think of three people to share this information.

QUESTIONS?
Thank you!

Contact information:

https://nnlm.gov/scr

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Today’s Resources

- Health Literacy Resources
  - MedlinePlus Easy-to-Read Materials
    https://medlineplus.gov/all_easytoread.html
  - Ask Me 3 https://npsf.site-ym.com/default.asp?page=askme3
- Planning a service
  - Agency for Healthcare Research and Quality https://hcupnet.ahrq.gov
  - Leapfrog http://www.leapfroggroup.org/
  - Health grades https://www.healthgrades.com/
  - Joint Commission https://www.qualitycheck.org/
  - Kaiser State Health Facts http://www.kff.org/statedata/
  - Hospital Compare https://www.medicare.gov/hospitalcompare/search.html
- Collection Development Article:
  https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3988777/