LINK YOUR COMMUNITY WITH QUALITY HEALTH INFORMATION: A SKILL BUILDING WORKSHOP

April 16, 2019
National Network of Libraries of Medicine- Middle Atlantic Region
OBJECTIVES

By the end of the session, participants will understand how to evaluate online health information for reliability.

By the end of the session, participants will be able to demonstrate the use of at least three National Library of Medicine resources that they can turn to for evidence-based health information.
AGENDA

1. NLM & NNLM Introduction
2. Evaluating Health Information
3. Education Tools
4. Resource speed dating!
5. Regroup
THE NATIONAL LIBRARY OF MEDICINE

World’s largest biomedical library
Founded in 1836
Part of the National Institutes of Health
Produces a large number of electronic resources in addition to maintaining a print collection
Supports and conducts research, development, and training related to biomedical information
NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Program Coordinated by NLM to:

• Provide health professionals with equal access to biomedical information
• Improve the public’s access to information to make informed health decisions

Members include:

• Health departments
• FQHCs
• Faith-based organizations
• Hospitals
• Schools
• Public Libraries
EVALUATING HEALTH INFORMATION

Real vs. fake...
WHY IS THIS IMPORTANT?

72% of internet users looked for health information online in 2012

The information obtained may increase feelings of self-efficacy and empowerment

There is variation in the accuracy of online health information, and therefore a need for e-health literacy

Those with higher e-health literacy get more positive outcomes from searching for health information online

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HOW CAN YOU TELL YOUR COMMUNITY TO EVALUATE AN ONLINE HEALTH RESOURCE?
HOW CAN YOU TELL YOUR COMMUNITY TO EVALUATE AN ONLINE HEALTH RESOURCE? - CRAAP TEST
CURRENCY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Currency

• When was the information written, published or updated?
• If the site links to other sites, do the links work?
RELEVANCE - HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Relevance

• Does the information answer your question?
• Who was the information written for?
• Have you looked other sources before choosing this one?

AUTHORITY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Authority

- Who wrote the information?
- Are they qualified to tell you about this topic?
- Is there contact information for the organization or author?
- What is the URL?

ACCURACY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Accuracy

- Is the information supported by science?
- Can you find this information in another source or does it match what you already know?
- Is the information written in a way that is unbiased and free of emotion?
- Are there spelling, grammar, or other errors?

PURPOSE- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Purpose

• Why was this written? Is it to inform, teach, sell, entertain or persuade?
• Do the authors/sponsors make their intentions or purpose clear?

HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

Currency
Relevance
Authority
Accuracy
Purpose

NATIONAL LIBRARY OF MEDICINE
RESOURCES

Where you go for trusted health information...
NLM main portal for consumer health information

The resources provided are only from trusted sources of health information

Available in English and Spanish

Offers information on over 1,000 health topics, including:

- Medications and supplements
- Lab tests
- Health conditions
- Wellness
- Demographic groups

MedlinePlus Homepage (https://medlineplus.gov/)
MEDLINEPLUS QUALITY GUIDELINES

Accurate, science-based information
Information appropriate for MedlinePlus audience & easy to use
List of links are reviewed
Preference given to pages free from advertising
Availability and maintenance of webpage
Search for Patient Education Materials

Find multilingual, multicultural health information and patient education materials about health conditions and wellness topics. Learn about diseases, causes, symptoms, treatment, and prevention. Materials may be available as printable documents, audio, and video.

Search

All Languages  
All Formats  
All Authors  

HealthReach
(https://healthreach.nlm.nih.gov/)
National collaborative partnership that created a database of multilingual patient education materials.

Materials developed by hospitals, clinics, community health centers, government agencies, academic institutions, etc.

For use by providers who work with those who speak a language other than English.

HealthReach Homepage (https://healthreach.nlm.nih.gov/)
SELECTION CRITERIA

Before inclusion in the HealthReach database, all resources are reviewed to ensure they meet the following criteria:

- The resource must be evaluated by a medical professional for accuracy.
- The resource must be free and require no registration.
- The primary purpose of the resource must be for education.
- Authorship and/or sponsorship of resource is clearly identified.
- Authors provide copyright information.
Search for Patient Education Materials

Find multilingual, multicultural health information and patient education materials about health conditions and wellness topics. Learn about diseases, causes, symptoms, treatment, and prevention. Materials may be available as printable documents, audio, and video.

Featured Resources

Opioid Misuse and Addiction Resources NEW

In response to the current opioid crisis, the National Library of Medicine partnered with Healthy Roads Media to produce a collection of materials that teach people about opioids and opioid misuse. The collection has 22 easy-to-read handouts, videos, and audio recordings in English and Spanish.

Opioids

1. Basics
2. Pain
3. Prescription opioid medicines
4. Opioid pain medication management
5. What you should know if your child is prescribed opioids for pain
6. Getting rid of unused opioids
Welcome to TOXTOWN

Tox Town provides consumer-level information on everyday locations and situations where you might be exposed to toxic chemicals. This site will help you better understand risks of exposure, potential health effects, and how to protect yourself.

ToxTown Page
(https://toxtown.nlm.nih.gov/)
Provides information on:

- Everyday locations where you might find toxic chemicals
- Non-technical descriptions of chemicals
- Links to reliable chemical information on the Internet
- How the environment can impact human health

Developed for:

- The general public
- Community leaders
- Educators
- Students above elementary-school level

ToxTown Homepage (https://toxtown.nlm.nih.gov)
## TOXTOWN TOPICS

### Sources of Exposure
- Agriculture
- Air Pollution
- Construction
- Drinking water
- Fuel industry
- Noise pollution
- Power Plants
- Urban Sprawl

### Chemicals & Contaminants
- Asbestos
- BPA
- Carbon dioxide
- Lead
- Particulate matter
- Pesticides
- Radon
- Solvents

### Diseases & Conditions
- Asthma
- Birth defects
- Cancer
- Heart disease
- Learning disabilities
- Reproductive health
Welcome to TOXTOWN

Tox Town provides consumer-level information on everyday locations and situations where you might be exposed to toxic chemicals. This site will help you better understand risks of exposure, potential health effects, and how to protect yourself.
Website speed dating!

You got a handout when you came in
Use your laptop/ cell phone to answer the question
There are iPads if you need to borrow one
We will regroup when everyone is done
POLL: WHAT RESOURCE DO YOU THINK WILL BE MOST USEFUL TO YOU MOVING FORWARD?

A. MedlinePlus
B. HealthReach
C. ToxTown
WHAT DID YOU FIND?
HOW TO CHWS USE NLM RESOURCES?

Different areas, different uses…
MATERNAL HEALTH RESOURCES FOR HOME VISITING DOULAS

• The Doula By My Side Program at the Pettaway Pursuit Foundation in PA provided training on the use of MedlinePlus and LactMed to locate maternal and child health information.

• Training allowed them to provide peer-to-peer information support during home visits for those with high risk pregnancies.
CHW TRAINING IN NORTHEASTERN PA

• The Northeast PA Area Health Education Center integrated the use of MedlinePlus into their 100-hour CHW training curriculum

• The purpose was to provide training for CHWs to find trusted health information when working in their communities
PROMOTORAS IN TUSCON

• The University of AZ Health Sciences Library worked with Community Health Workers/ Promotoras that work along the U.S.-Mexico border
• Provided awareness and brainstorming around the social determinants of health and introduced NLM resources for use in the community
• The curriculum integrated pop culture and music as educational methods
LET'S TAKE A LOOK AT THE PROMOTORAS PROGRAM...

Link to Promotoras video
DO YOU WANT MORE INFORMATION?

NNLM Homepage
QUESTIONS?

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