 

Stand UP for Health:

Health and Wellness for Your Community

# *Welcome*

*Introductions*

*About you – results from the pre-class questionnaire*

[*https://tinyurl.com/StandUpARSL*](https://tinyurl.com/StandUpARSL)

# *Introduction to Consumer Health*

*Consumer Health - Health information written for the layperson that is non-technical in nature*

## Brief History Of The National Library Of Medicine

* National Library of Medicine Early History
* National Library of Medicine Locations 1862-Present
* PubMed Is Launched
* PubMed Is Launched
* MedlinePlus For Patients and Caregivers
  + Soon after the launch of PubMed, an analysis of user data indicated that about a third of the users were not health professionals.
  + National Library of Medicine launched MedlinePlus.gov in 1998 with 22 Health Topics.
    - Today, there are over 1,000 topics.
* Today’s Usage of MedlinePlus
  + 61% users are accessing through mobile devices.
  + 82% organic searches (i.e. Googling).
  + Top three pageviews:
    - Medical Encyclopedia (65%),
    - Health Topics Pages (18%),
    - Drug Information (15%).

## Health Care And Information Today

The Search for Health Information

* Health is the second most popular subject of an online search
* 8 of 10 online health inquires start at a search engine
* Less than a quarter verify the date or the source
* More than 25% hit a paywall

9 out of 10 adults have difficulty using the health information that they encounter everyday

What Is Health Literacy?

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions. - U.S. Department of Health and Human Services. 2000. Healthy People 2010. Washington, DC: U.S. Government Printing Office.

Why People Need Health Literacy

* Access health care services
* Analyze relative risks and benefits ¡Calculate dosages
* Communicate with health care providers ¡Evaluate information for credibility and quality
* Interpret test results
* Locate health information

Health Literacy Requires

* Basic literacy
* Numeracy
* Biology
* Cultural and linguistic competency
* Computer literacy
* Media literacy
* Digital literacy

The Digital Divide and Health Literacy

* increases risk for health disparities
* fitness and nutrition apps, activity trackers, patient portal
* privacy issues

Costs of Limited Health Literacy

* poorer comprehension of nutrition labels
* less likely to act on public health alerts
* less likely to use preventative services
* more likely to skip tests
* less likely to adopt healthy behaviors
* struggle to manage chronic diseases
* misunderstand prescription labels or instructions
* more emergency room visits
* more preventable hospital admissions

Who Is Most Likely to Have Low Health Literacy

* Adults over 65 years of age
* Racial and ethnic groups other than White
* Recent refugees and immigrants
* People with less than a high school degree or GED
* People with income at or below the poverty level
* Non-native speakers of English

Example: Chronic Obstructive Pulmonary Disease

This Is Bad Enough by Elsepeth Murray

## Why Should Libraries Help?

Public Libraries[[1]](#footnote-1):

* Universally supported (almost)
* Are essential to community well-being 9/6/18
* Library systems support 95% of the population
* Play a critical role in promoting child and adult literacy ¡Sources of consumer health information

Healthier communities[[2]](#footnote-2)

* Have higher rates of education
* Stronger local economy
* Recover after a disaster more quickly and with less negative health issues
* Fewer chronic diseases including obesity
* Lower rates of chronic stress and mental fatigue
* Lower early death rates from cancer and diabetes

## How Can Libraries Help?

Libraries are partners in a healthy community

* Access to evidence-based up-to-date health information
* Safe environment to conduct health information searches
* Health related programming and outreach
* Model health behavior with work place wellness

Know Your Community

Health Assessment

Prepare to serve diverse users

# Health Reference

## Information seeking behavior

Information-seeking behavior varies depending on individual needs. Learning about a recent diagnosis is different than researching for a class. How do we know what they need?

People may be shy, or not.

Factors Impacting Information-Seeking Behavior

* Patients and caregivers may be fearful, angry, overwhelmed, disillusioned, or depressed.
* Emotions play a role in how they approach the library staff.
* Factors: age, gender, literacy level, socioeconomic background, culture/ethnicity, language.

How Is Health Reference Different?

* The most appropriate depends on the role of the person asking the question and their purpose.
* Health questions can range from simple term definitions to complex queries requiring specialized resources and searching skills.
* Library users often ask complicated health questions, but they need non-complicated answers.

Challenges

* “Hard questions;” outside our area of expertise
* Time consuming
* Patron literacy levels
* Patron attitude or state of mind
* Privacy
* Keeping material current
* Library staff viewed as knowledgeable on all topics
* Unrealistic expectations; confusion about the librarian's role
* Library staff are human, too
* More comfortable with library staff than healthcare provider
* Complex question, but no time for a thorough answer

Tips for dealing with challenges

* Be empathetic
* Be an active listener
* Use open ended questions
* Be aware of body language
* Respect privacy / confidentiality
* Be prepared for emotions
* Know your limits and limits of collection
* Do not be afraid to refer the patron back to their health care provider

## Privacy, Diversity, And Legal And Ethical Issues

Privacy

Diversity

* Respect for diversity
* Willing to provide services to users where they are
* Some resources
  + EthnoMed.org
  + National, state, local offices of minority health

Legal Risk and Ethics

* What is the legal liability?
* What about the right to read and intellectual freedom?

## Evaluating Online Health Information

CRAAP Test http://www.lib.uiowa.edu/research/how-to-evaluate-info/

* Currency
* Relevancy
* Authority
* Accuracy
* Purpose

ABC’s https://nnlm.gov/initiatives/topics/health-websites

* Accuracy
* Authority
* Bias/Objectivity
* Currency/Timeliness
* Coverage

Trust it or Trash It? http://trustortrash.org/

## Disclaimers

Lake Agassiz Regional Library

The information provided by Lake Agassiz Regional Library does not imply medical recommendation, endorsement or approval. Information from these sources are intended for use as general information and should not be used as a substitute for consultation with a health care provider.

Akron-Summit Public Library

The resources in the Health Information Center are intended to provide public access to a wide range of health and disease information and should not be construed as medical advice or be used as a substitute for consultation with a health care professional.

## Print Collections

Medical dictionaries

* Encyclopedias
* Anatomy
* Prescription drugs
* Medical tests

Weeding Considerations

* Is the material outdated?
* Does the topic have lasting value?
* Will I create or contribute to a gap in the collection?
* What are the circ stats?
* How expensive to replace?
* Is this material freely available online?
* Does the title contain potentially harmful information?

Make sure you look in other categories for books that focus on the coping aspect or personal story of a specific health condition, some cookbooks, general fitness info, etc.

Collection Development Policy

* Health and wellness materials specifically
  + Gifts
  + Weeding
  + Selection

1. “Beyond Books: Public Libraries as Partners for Population Health” https://www.healthaffairs.org/doi/pdf/10.1377/hlthaff.2016.0724 [↑](#footnote-ref-1)
2. https://www.rwjf.org/en/library/research/2016/05/why-healthy-communities-matter-to-business.html

   https://blogs.cdc.gov/publichealthmatters/2015/09/a-healthy-community-is-a-prepared-community/

   https://www.naccho.org/uploads/downloadable-resources/03-02-Healthy-Community-Design.pd [↑](#footnote-ref-2)