



Health Happens In Libraries

 Pathways to Guide Health Education at
Your Library

January 26, 2015

Project partners



Today's Presenter



Francisca Goldsmith

Library Services Trainer

*Author: Libraries and the Affordable
Care Act: Helping the Community
Understand Health-Care Options*

Agenda




- 📍 Welcome to the **Health Happens in Libraries Pathways**
- 📍 **Ethics** as guides
- 📍 Addressing community **health literacy**
- 📍 Supporting health through **community partnerships**

What you can expect to learn



Best sources, best practices, next steps for you to take locally

- 📍 *Using **ethical information practices** when you aren't a health expert*
- 📍 *Maintaining **ethical health collections** at your library*
- 📍 *Making use of **Plain Language** in health information work*
- 📍 *Sharing the best (and free!) **health literacy support resources***
- 📍 *Finding support for yourself and your community through **local partnerships***

A light orange location pin icon is positioned to the left of the main text.

Professional **ethics** serve as guides when engaging in health-related information work at your library

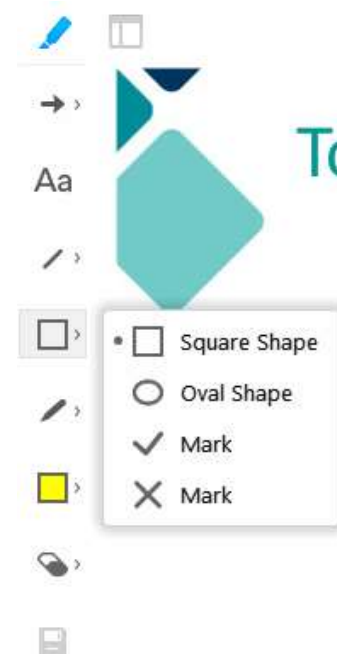
Annotation Tools



The tool buttons are in a row on the left side of your screen, To use a tool, click on the icon, then click anywhere on the screen.

Check mark

- Select square icon
- Use the drop-down menu and choose the check mark.



Let's talk about it...



How confident are you about how to maintain confidentiality when assisting community members with health information concerns?



Not confident at all

Super confident!

Key Concept



Key ethical standards to keep in mind include:

- **distinguishing between our personal beliefs and responsibility** for providing requested information
- a **commitment to enhancing** our knowledge and skill as information providers.

Get acquainted with these two codes



- 📍 Guidelines for Medical, Legal, and Business Responses



- 📍 Code of Ethics of the American Library Association



Guidelines for Medical, Legal, and Business Responses



These Guidelines contain your tools for supplying health information at your library

- 📍 Prescribe behavior for any library staff engaged in public information work
- 📍 Provide clear what-to-do's and what-not-to-do's
- 📍 Available for free from the American Library Association (ALA)

<http://www.ala.org/rusa/resources/guidelines/guidelinesmedical>

Among other points, the Guidelines tell us...

- 📍 A library's information services staff must have the knowledge and preparation appropriate to meet the **routine legal, medical, or business information needs** of their clientele. (1.0.1)
- 📍 Materials recommended should be the **most comprehensive and the most current available**. (1.1.2)
- 📍 Libraries should provide the **most current information possible** (2.1.1)
- 📍 In cases where **advertisements or solicitations may be misinterpreted as information content**, staff should assist users in making the differentiation. (2.2.2)
- 📍 Staff **may not make recommendations** to specific ... doctors, other medical care providers or business professionals **but may provide access to other information that may help the user identify and locate those resources**. (2.3.5)
- 📍 The **American Library Association's current Code of Ethics** ... governs the conduct of all staff members providing the information service. (4.0)

<http://www.ala.org/rusa/resources/guidelines/guidelinesmedical>

Code of Ethics of the American Library Association



- 📍 Govern *your* library work
- 📍 Inform *all* library work
- 📍 Practical, topic- and audience-neutral

*Like an **all-in-one tool**, the Code of Ethics has 8 tools for you to know and use...*



<http://www.ala.org/advocacy/proethics/codeofethics/codeethics>

ALA Code of Ethics



- ♥ We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.
- ♥ We uphold the principles of **intellectual freedom** and resist all efforts to censor library resources.
- ♥ We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.
- ♥ We respect **intellectual property rights** and advocate balance between the interests of information users and rights holders.
- ♥ We **treat co-workers and other colleagues with respect, fairness, and good faith**, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.
- ♥ We **do not advance private interests** at the expense of library users, colleagues, or our employing institutions.
- ♥ We **distinguish between our personal convictions and professional duties** and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.
- ♥ We strive for excellence in the profession by **maintaining and enhancing our own knowledge and skills**, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

Let's focus on principles 1 and 3



- 📍 We provide the **highest level of service to all library users** through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.
- 📍 We **protect each library user's right to privacy and confidentiality** with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.



What steps can you take at your library?



- 📍 Locate your library's privacy and confidentiality policy, and note whether it includes the whole ALA Code of Ethics
- 📍 Discuss with other staff the importance of maintaining value-neutral information and referral services



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.”

Centers for Disease Control and Prevention

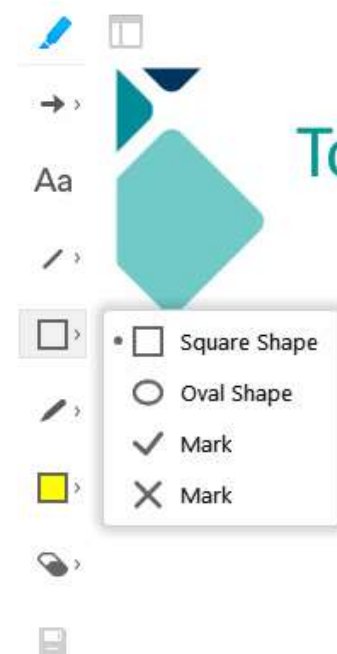
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Let's talk about it...



How useful would it be to your patrons to have access to health information in **multi-media** or **non-English formats**?



Not particularly
useful to my
community

Very useful!

Health literacy support is a natural fit for libraries



- 📍 Information literacy
 - 📍 i.e. building written and reading languages skills; recognizing when and whom to ask for authoritative guidance
- 📍 Awareness of online resource availability
 - 📍 i.e. how to navigate, or find assistance in navigating, online resources

Health literacy support is a natural fit for libraries



📍 Visual literacy

📍 i.e. how to interpret a visual display, chart, infographic, etc.

📍 Numeric or computational literacy

📍 i.e. clock and calendar awareness, basic financial skills

Plain Language – It's the Law



- 📍 Guidance and templates are provided for free online.
- 📍 Government information documents are written to the likely literacy level of their least sophisticated user group.
- 📍 No specialized term is included within the text unless its definition is within the same text.



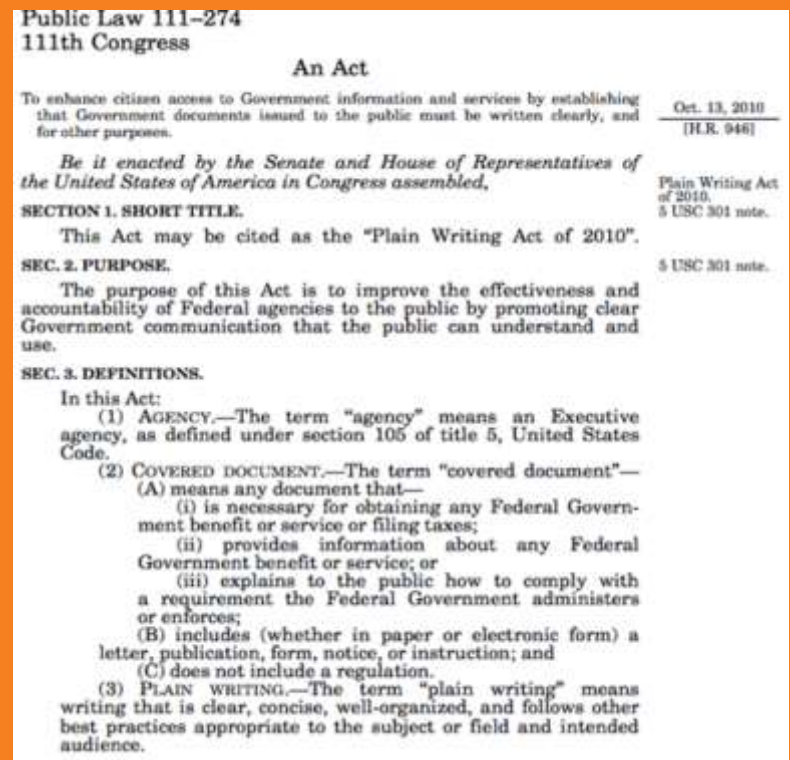
Plain Language



When experiencing stress, people of all literacy levels need plain language support to assure comprehension!

Communicate so that users can:

- Find what they need
- Understand what they find
- Use what they find to meet their needs



Plain Language





Plain Language.gov
Improving Communication
from the Federal Government to the Public

Popular Topics
Regulations
Health Literacy
Financial
Before-and-After

Search

Powered by Google

Federal Plain Language Guidelines
March 2011 - Rev. 1, May 2011

Plain Language – It's the Law
Agency Requirements
Agency PL Webpage
PL in Federal Agencies

Tips & Tools
Starting a Plain-Language Program
Planning a Plain-Language Website

Examples
Examples Database (beta)

Meetings
Monthly PLAIN Meeting
(second Wednesday of every month)
Join PLAIN

News
OMB Final PL Guidance 
Plain Language: It's the law 
Executive Order 13563 - PL and regs 

Events

Plain Language



Health Happens
In Libraries

Plain Language.gov
Improving Communication from the Federal Government to the Public

Search
Powered by Google

Home PL Law PL Guidelines Examples Examples DB Tips & Tools Popular Topics Resources PL Websites
PL Legacy

Popular Topics

Background: Appreciating Plain Language

Clarity matters. As users of communication products, we need text to be clear and understandable. We need to be able to use forms without getting lost and grumpy. Plain language helps. That's the conclusion of researchers and practitioners. For more than forty years, they've explored how human beings process and use information. Researchers have learned people often read and "use" information because they want to get a job done. During this same period, workplace writers have developed strategies and techniques for creating documents people can use.

That's especially important for those of us who work in or with the federal government. Our performance matters. We perform better—we understand and accomplish more—when information is structured so we can find what we want and use it to learn what we want to know or do what we want to do. To meet our goals, we need content that is clear.

Suggesting new topics

As with all areas, what topics are "hot" in plain language vary over time. The popular topics you see on this page have been suggested by members of PLAIN and others in the greater plain language [community](#). New topics are being developed around plain language in e-government, and plain language role in meeting performance goals.

Regulations

Regulations don't have to be written in "legalese". Don't let anyone convince you that outmoded forms of language are needed in regulations. Plain language works for regulations just as it does for other important forms of written communication.

Health Literacy

To get the best health outcomes, health-related decisions should be based on clear and correct understanding of relevant health information and services. Clear communication, in plain language, about health information and services will help create and promote health literacy.

Financial Communication

Peek into the thinking and action on plain language at the Securities and Exchange Commission. For several years, the SEC has championed the use of clear language that can lead to a better informed securities market—a market in which investors can more easily understand the disclosure required by the federal securities laws.

Before-and-After Comparisons

How do documents look after they are reshaped using the principles of plain language?

Plain Language – Health Literacy



Home PL Law PL Guidelines Examples Examples DB Tips & Tools Popular Topics Resources PL Websites

PL Legacy

Popular Topics: Improving Health Literacy

- What is health literacy?
- Why is health literacy an issue for health communication professionals?
- Can better communication strategies improve health?
- Where can I learn more about health literacy?

Literacy is defined most simply as the ability to read and write. We can think of literacy as the ability to understand and communicate information. In this context, it is useful to think of health literacy as the ability to understand and communicate health information. The Institute of Medicines recent report defines health literacy as the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions. In any situation, a person decides what to do based on an understanding of facts, issues, options for action, and consequences. An example from the Ask Me 3 education program illustrates why this understanding is important in a health context. Providers should encourage patients to ask the questions and understand the answers.

- What is my main problem?

External links are shown with a "⚠️".

Federal Agency Links about Health Literacy

The Office of Disease Prevention and Health Promotion hosts the [Health Literacy Improvement page](#), which links to many useful health literacy tools and reports and other Department of Health and Human Service agency health literacy resources.

The Agency for Healthcare Research and Quality prepared this [summary of Literacy and Health Outcomes](#). [The full report](#) is also online. You can get a printed copy of the full report free from the AHRQ Publications Clearinghouse. Call 800-358-9295 and ask for *Evidence Report/Technology Assessment No. 87, Literacy and Health Outcomes*.

[The Health Literacy Site for the Federal Health Resources and Services Administration](#) (HRSA) includes health and literacy resources and HRSA's health literacy activities. HRSA directs programs that improve the Nation's health by expanding access to comprehensive, quality health care for all Americans.

[Medicines in My Home](#) is an interactive and educational program about the safe and effective use of over-the-counter medicines. This easy-to-read program was developed by the Food and Drug Administration with

Other Popular Topics

- [Regulations](#)
- [Health Literacy](#)
- [Financial](#)
- [Before-and-After](#)

Related Topics

- [Using Plain Language in the Sciences](#)
- [What is Plain Language?](#)
- [Before and after examples of plain language.](#)
- [HIPPA Privacy Notices](#)

The best, most accessible health information resources happen to be free!



📍 Healthfinder.gov

- 📍 Designed for nonspecialists, using Plain Language
- 📍 Full site available in English and Spanish
- 📍 Clear citation of expert resources used
- 📍 Provides both “what it is” and “what to do”

📍 MedlinePlus

- 📍 Many access points for nonspecialists as well as medical staff and students
- 📍 Full site available in English and Spanish, with some resources in other languages, too
- 📍 Multimedia resources to address multiple literacies and learning styles

Healthfinder.gov



Plain language, free, authoritative, up-to-date

A screenshot of the Healthfinder.gov website. The page has a light blue header with "Home" and "Home > Health Topics A to Z". Below the header is a navigation menu with "Health Topics A to Z" selected. The main content area features a large red apple with "A+" written on it, titled "Health Topics A to Z". Below this is a section "Find Your Topic By First Letter" with a row of letters from A to Z. There are several topic tiles: "Health Conditions and Diseases", "Doctor Visits", "Nutrition and Physical Activity", "Everyday Healthy Living", "Pregnancy", and "Parenting". Each tile includes a small image and a right-pointing arrow. At the bottom left of the main content area is a small graphic that says "We Support a Healthier Future" and "Healthy People 2020".

A vertical list of health topics from the Healthfinder.gov website. Each topic is followed by a list of related links or sub-topics.

- Health Care**
 - Choosing a Doctor: Quick Tips
 - Take Charge of Your Health Care
- Healthy Diet**
 - (See Nutrition)
- Healthy Foods**
 - (See Nutrition)
- Healthy Relationships**
 - (See Relationships)
- Healthy Weight**
 - (See Weight Management)
- Hearing**
 - Get Your Hearing Checked
- Heart Health**
 - Heart Health: Conversation starters
 - Heart Healthy Foods: Shopping list
 - Keep Your Heart Healthy
- Hepatitis**
 - Hepatitis C Screening: Questions for the doctor
 - Protect Yourself from Hepatitis B
- High Blood Pressure**
 - (See Blood Pressure)
- High Cholesterol**
 - (See Cholesterol)
- HIV/AIDS**
 - Get Tested for HIV

<http://healthfinder.gov>

MedlinePlus



Medical dictionary

Medical encyclopedia

Clinical trials reports

Evidence-based research

Prescription info

Healthcare info

Tutorials

Print resources

Videos

A screenshot of the MedlinePlus website. At the top left is the MedlinePlus logo with the tagline "Trusted Health Information for You". To the right, it says "A service of the U.S. National Library of Medicine National Institutes of Health". Below the logo are navigation links: "About MedlinePlus", "Site Map", "FAQs", "Contact Us", and a language selector for "ESPAÑOL". A search bar labeled "Search MedlinePlus" with a "GO" button is on the right. A large blue banner features a photo of a family and the text "Donate the gift of life. Learn about organ donation." Below the banner are three green buttons: "→ Health Topics", "→ Drugs & Supplements", and "→ Videos & Cool Tools". The main content area is divided into three columns. The left column has a "MEDICAL DICTIONARY" search box with a "GO" button and a "POPULAR SEARCHES" list including "acid reflux", "asthma", "colonoscopy", "diabetes", and "hypertension". The middle column is titled "About Your Health" and has tabs for "General", "Seniors", "Men", and "Women". Below these are links for "Back Pain", "COPD", "Depression", "Diabetes", "Exercise and Physical Fitness", "Heart Diseases", "High Blood Pressure", "Pregnancy", "Skin Conditions", and "Weight Control". The right column is titled "Health News" and shows a calendar for "19 JAN" with a link to "Gene-Based Spit Test Shows Promise in Lung Cancer Detection". Below this is a link to "Neural Tube Defects, Such as Spina Bifida, on The Decline: CDC" and another to "Scientists Spot Gene Linked to Tanning 'Addiction'". At the bottom right, there is a "Stay Connected" section with an email sign-up form and a "GO" button.

MedlinePlus - Multimedia

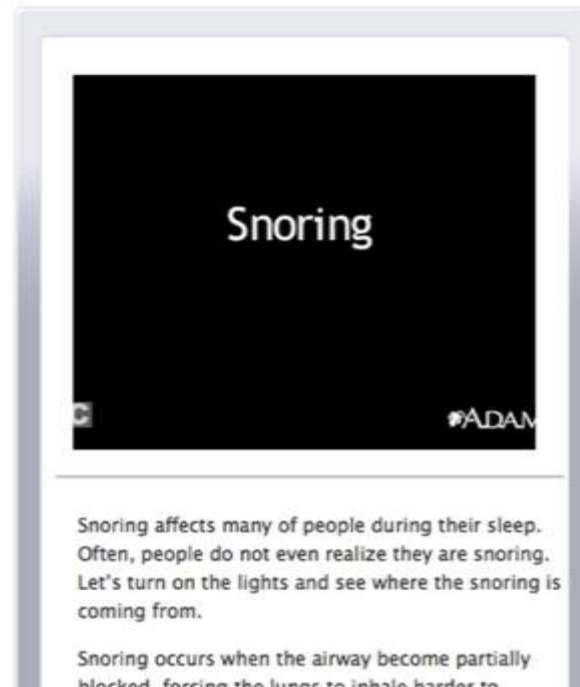
Anatomy Videos

These animated videos show the anatomy of body parts and organ systems and how diseases and conditions affect them.

- | | |
|---|---|
| Allergies | Heartburn |
| Alzheimer's disease | Herniated nucleus pulposus (slipped disk) |
| Arrhythmias | Hypertension – overview |
| Atherosclerosis | Immune response |
| Athetosis resulting from basal ganglia injury | Intracytoplasmic sperm injection |
| Balloon angioplasty – short segment | Kidney stones |
| Bladder function – neurological control | Liposuction |
| Blinking | Lymph nodes |
| Blood clotting | Lymphatics and the breast |
| Blood flow | Macular degeneration |
| Blood pressure | Nerve conduction |
| Brain components | Osteoarthritis |
| Breast lift | Osteoporosis |
| Breathing | Ovulation |
| | Parkinson's disease |
| | Percutaneous transluminal |



Snoring



Snoring affects many of people during their sleep. Often, people do not even realize they are snoring. Let's turn on the lights and see where the snoring is coming from.

Snoring occurs when the airway become partially blocked, forcing the lungs to inhale harder to

Related Medline
Page

Snoring

Extra! Closed captioning means viewers can select a comfortable language for their reading while listening to English soundtrack

What steps can you take at your library?



- 📍 Place links to [Healthfinder.gov](https://www.healthfinder.gov) and [MedlinePlus](https://medlineplus.gov) on your library's front page
- 📍 Use the Plain Language writing guidelines when you create library-based publications
- 📍 Include screencasts and infographics as ways of communicating, instead of relying on written messages alone



Supporting Healthy Communities through Partnerships



Expand the library's resources by collaborating with experts who know how to reach community members in need of high quality and accessible health information.



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Let's talk about it...



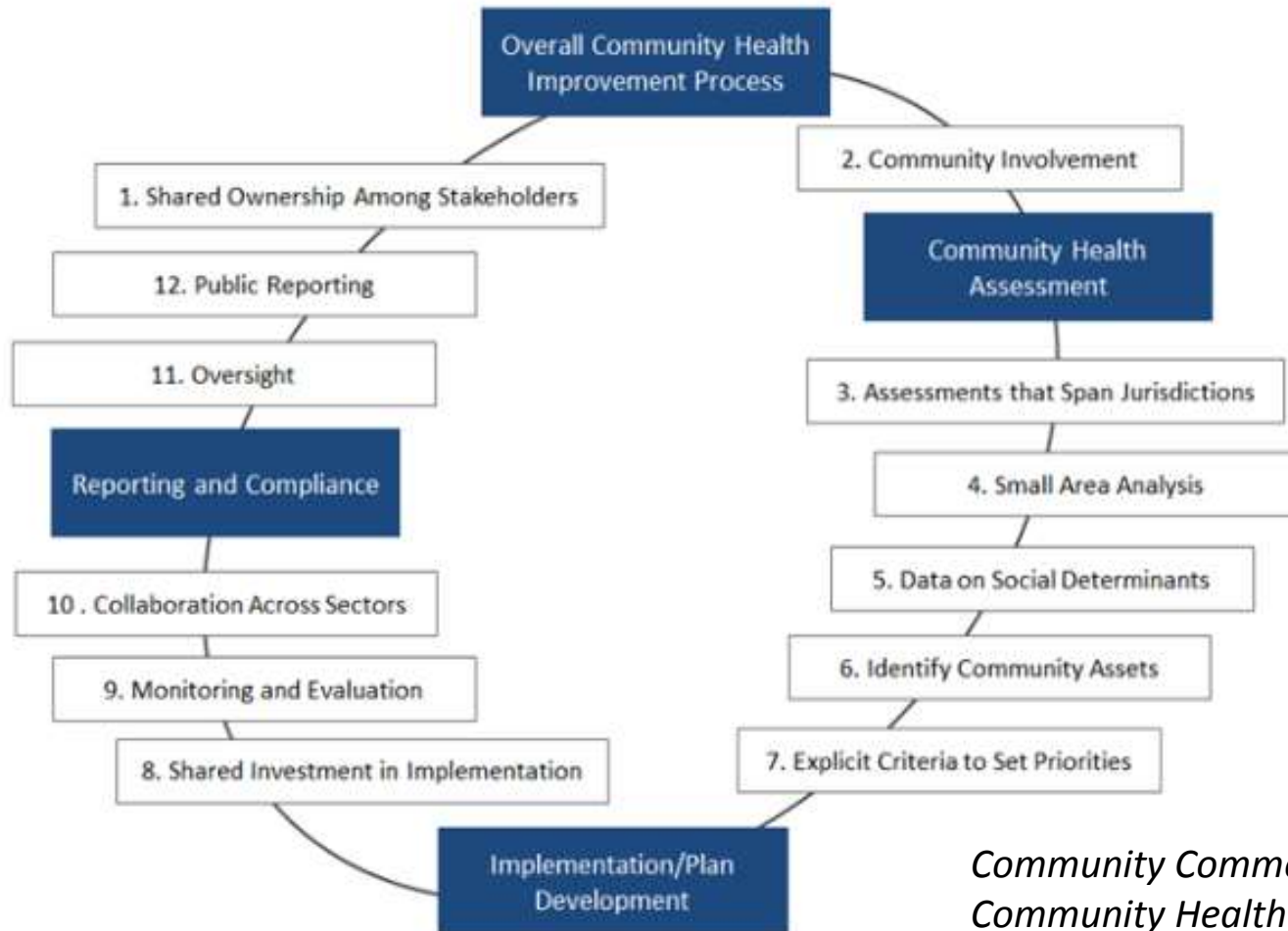
Does your library partner with local agencies to bring health information or services to the community?

Not yet, but hope to soon!

Yes, we have in small ways.

Yes, we do so frequently.

SOME RECOMMENDED PRACTICE AREAS FOR ENHANCING COMMUNITY HEALTH IMPROVEMENT



*Community Commons' Division of
Community Health*

<http://dev.communitycommons.org/wp-content/uploads/2014/10/Recommended-Practices.pdf>

Collaboration builds strength



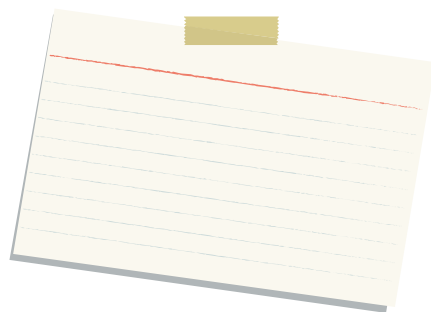
- You have access to quality health resources
- They have expertise in culturally competent service to...
- ...a community you both share



Let's talk about it:



In your existing partnerships, what essential skills or resources do they bring to the table?



Post your examples to chat!

Reach out



- 📍 211.org
- 📍 Local family support services
- 📍 Public health clinics
- 📍 Congregations
- 📍 ESL providers
- 📍 Who else?

Collaborate



- 📍 Ask about observations of their clients' health information needs
- 📍 Find out where there are information gaps in the community
- 📍 Rely on community partners to identify the best ways the library can help to bridge these gaps
- 📍 Collaboration is a two-way process toward meeting a common goal: better community health information access

2-1-1



14,398,217 site visits

[Home](#) [Contact Us](#)

2-1-1 Information & Referral Search

2-1-1 provides free and confidential information and referral. Call 2-1-1 for help with food, housing, employment, health care, counseling and more. Learn more about your local 2-1-1 by looking it up here.

Type in ZIP Code **OR** city **OR**

(ZIP Code and city are optional, but give better search results.)

[VIEW ALL](#)

[RESET](#)

[SEARCH HINTS](#)

Click the Agency Name to view more detail

2-1-1 SHASTA (CALIFORNIA)

[Home Page](#)

[Search for Community Services](#)

211 Dial 2-1-1 from service area
(855) 211-7822 Alternative Number

2-1-1 information and referral service for the following
county in California: Shasta

211.org



Health Happens
In Libraries

211
Get Connected. Get Answers.

HOME ABOUT 2-1-1 2-1-1 SHASTA 2-1-1 TEHAMA CONTACT
English Translate

When life presents obstacles... try 2-1-1

2-1-1 IS AVAILABLE IN SHASTA AND TEHAMA COUNTY!

Choose a county below to get connected to services.

2-1-1 Shasta
ENTER HERE

2-1-1 Tehama
ENTER HERE

Home 2-1-1 Shasta 2-1-1 Tehama Contact Sitemap

United Way

*Top photos generously donated and used with permission by:
© Jen Womack (Mt. Lassen), © Eric Leslie (Sac River, Creek/Falls), © Judy Turner (Birds), © Jace Keeton (Pond)*

Web Design by

211 provides local access... in thousands of communities



SERVICES IN SHASTA COUNTY



Get connected to services such as:

- Food/Clothing
- Utility Assistance
- Housing/Shelter
- Job Training/Employment
- Parenting Classes
- Healthcare
- Crisis Hotlines
- Transportation
- Senior Services
- Child Care
- Volunteer Opportunities
- Drug & Alcohol



Healthy Maine Partnerships
Maine Center for Disease Control and Prevention
KEEP ME WELL!

Welcome to KeepMEWell



ASSESS YOUR HEALTH RISK

Are you ready to take the first step and learn more?

YES

Use this tool to find out what you can do to improve your health and stay well.

Assess Your Health Risk. Answer the questions about your health. This will take you only 10-15 minutes to complete. You will then get 3 reports that will help you take action and find local support. The assessment is for people 18 years and older living in Maine.

Find Healthcare Services. Learn where and how to find low cost healthcare services.



FIND HEALTHCARE SERVICES

Are you looking for low cost healthcare in your area?

YES

Local Health Programs

These programs are specific to your town or area of residence, and have their own eligibility guidelines:

- **CarePartners - 1-877-626-1684**
CarePartners can provide very low-cost health care including primary care, drugs, and hospital care. This program is for people living in Cumberland, Lincoln, Kennebec, and Waldo counties and surrounding areas. To qualify you must be uninsured and meet certain income and asset guidelines. Call for more information or view the [MaineHealth CarePartners Program](#).
- **Community Clinical Services - 777-8899**
Community Clinical Services is a group of doctor offices associated with St. Mary's Regional Medical Center in Lewiston. Uninsured individuals that meet certain income guidelines can receive medical services from participating offices in the Lewiston-Auburn area on a free or sliding scale basis. Call for more information.
- **Community Health Connection - 438-9997**
The mission of Community Health Connection is to support access to health services for uninsured, financially eligible individuals who live in Eliot, Kittery, Ogunquit, South Berwick, Wells and York by collaborating with the local health care community. Call for more information.

If you don't find what you need, or if you have questions about any of the information, please contact us. You can call the [HelpLine](#) at **1-800-965-7476** (TTY: 1-877-362-9570) or [email us](#).

What steps can you take at your library?

- 📍 Connect! With local agencies, local data, etc.
- 📍 Consider ways to introduce health resources or concepts into existing programs, i.e. storytimes
- 📍 Identify community health initiatives, priorities, or needs that your library may advance with your unique assets and infrastructure
- 📍 Use the [Supporting Healthy Communities](#) pathway for planning and reflection in your library





Questions?

A large, semi-transparent orange location pin icon is positioned to the left of the text.

Thank you!

Sign up for **Health Happens in Libraries** resource updates to stay connected and advance health and wellness in *your* community!

<http://www.webjunction.org/explore-topics/ehealth/get-involved.html>