Activate, Collaborate and Educate: Health Outreach and Programming in Your Community

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U.S. National Library of Medicine
National Network of Libraries of Medicine
MidContinental Region
"The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, has been a center of information innovation since its founding in 1836".
Regional Medical Libraries

Explore the pinpoints below and learn more about the NNLM Regional Medical Libraries and their respective territories.
• Intro to Health Outreach
• NLM Consumer Health Resources
• Partners for Health Outreach
• ‘Engage for Health’ (Sample Program)
Health Outreach
Health Outreach @ Your Organization

- Shows Value
- Enhances Image
- Maintain Relevance
- Increase Visibility
- Stay Current
State Health Facts

Choose Category - or - Choose Location

- Demographics and the Economy
- Health Costs & Budgets
- Health Coverage & Uninsured
- Health Insurance & Managed Care
- Health Reform
- Health Status
- HIV/AIDS
- Medicaid & CHIP
- Medicare
- Minority Health
- Providers & Service Use
- Women's Health

Search State Health Facts: Enter Keyword

Select a State

NEW & UPDATED INDICATORS

URL for Kaiser State Health Facts
Develop a Plan

1. Target Population
2. Type of Outreach
3. Available Resources

Information
Program

NIH NLM NNLM MidContinental Region
7 Key Questions

- Who?
- What?
- When?
- Where?
- Why?
- How?
- How Much?
# Logic Models – A Planning Tool

**Logic Model Template**

<table>
<thead>
<tr>
<th>Program: Health Information Outreach Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal: Improve community members’ abilities to find, evaluate, and use health information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>ACTIVITIES</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we invest</td>
<td>What we do</td>
<td>Who we reach</td>
</tr>
<tr>
<td>Staff</td>
<td>Conduct workshops and meetings</td>
<td>Participants</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Train</td>
<td>Clients</td>
</tr>
<tr>
<td>Time</td>
<td>Deliver services</td>
<td>Agencies and community-based organizations (CBOs)</td>
</tr>
<tr>
<td>Money</td>
<td>Develop products, curricula, resources</td>
<td>Decision-makers</td>
</tr>
<tr>
<td>Research findings</td>
<td>Facilitate access to information</td>
<td>Customers</td>
</tr>
<tr>
<td>Materials</td>
<td>Work with media</td>
<td>Clinical professionals</td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
<td>Members of CBOs</td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partners</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Assumptions**
- Beliefs about the environment and community
- Should be confirmed before beginning the program

**External Factors**
- Positive and negative influences
- Culture, economics, politics, demographics
- Should be confirmed before beginning the program
GOAL: Throw a birthday party at our house that is low-key and enjoyable by our 3-year-old daughter and her friends.

**Inputs**
- Cardboard to cover shelves
- Decorations, plates, cups, etc.
- Music teacher
- Cupcakes, food & beverages
- Dance music playlist
- Bubbles & bubble blaster

**Activities**
- Baby-proof house
- Decorate house
- Music Time for children & adults
- Blowing out candles, eating cupcakes
- Dancing with bubbles

**Short-term Outcomes**
- Daughter has fun
- Decorate house
- 90% of her friends have fun
- Mommy & Daddy are relaxed 60% of the time

**Intermediate Outcomes**
- Our daughter enjoys having friends over to the house
- Mommy & Daddy are comfortable having daughter's friends over

**Long-term Outcomes**
- We feel comfortable having birthday parties in our house in the future
Marketing Ideas

URL to Consumer Health Toolkit
(2013, Marketing Library Services p.69)
BECAUSE QUALITY INFORMATION HELPS YOU MAKE BETTER HEALTH DECISIONS.

NLM Consumer Health Resources
MedlinePlus Magazine

IN THIS ISSUE
Celliac Disease: Going Gluten-Free
Updates on Hearing Loss
The Latest on Managing COPD
Predicting Autism in High-Risk Infants

Step Inside NIH’s Clinical Center with ‘First in Human’ Documentary

COVER STORY
‘Dancing with the Stars’ Champion and NFL Player Rashad Jennings Tackles Asthma

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NIH is here to help

URL to MedlinePlus Magazine, URL to Order in Bulk, and URL to Order Individual Subscriptions
Consumer Health Resources

Overview | Adult Health | Kids and Teens | Teen Health | Educators | Caregivers | Multicultural Resources | Careers

Free Materials | National Health Observances | Additional Resources

MedlinePlus Magazine

MedlinePlus Magazine® is a favorite source of trusted health information for you, whether you read it in your doctor’s office, local health center, clinic, or hospital waiting room. Free subscriptions are available.

Selected Resources from the National Library of Medicine

The following resources are good starting points for information on health and wellness topics, drugs, and directories for locating health organizations.

MedlinePlus®
Provides free, reliable, and up-to-date information about diseases, conditions, and wellness issues in language you can understand.

NLM Drug Information Portal®
A gateway to selected drug information from NLM and other key U.S. Government agencies that enables searches using a drug’s tradename or generic name.

URL for Consumer Health Resources Guide
National Health Observances (NHOs)

Health Literacy Month

Health literacy refers to how well a person can get the health information and services that they need, and how well they understand them. It is also about using them to make good health decisions. It involves differences that people have in areas such as:

- Access to information that they can understand
- Skills, such as finding that information, communicating with health care providers, living a healthy lifestyle, and managing a disease
- Knowledge of medical words, and of how their healthcare system works
- Abilities, such as physical or mental limitations
- Personal factors, such as age, education, language abilities, and culture

For more information visit Medlineplus.gov: https://www.nlm.nih.gov/medlineplus/healthliteracy.html
Partners for Health Outreach
Strength in Partnerships

- Programming
- Workshops
- Health Fairs
- Trainings
- Outreach Events
- Faith
- Community
- Health Displays
Choosing a Partner

**Audience:** Do you need help in attracting certain target audiences to your program or to the library in general?

**Publicity:** Do you need help publicizing your program?

**Funding:** Do you need additional funds to present your program?

**People:** Do you need additional people to help you plan and present your program?

**Space:** Is your event too large for the library?

**Ideas and know-how:** Has another agency hosted a similar event?

**Presenters and performers:** Are there local talents?

**Think inside the library:** Do library staff have connections?
Organizations: N

A collection of organizations providing health information arranged by topic. Also available in alphabetical order.

**Nutrition**
- Academy of Nutrition and Dietetics
- Center for Nutrition Policy and Promotion
- Food and Drug Administration
- Food and Nutrition Information Center
- Food and Nutrition Service
- National Institute of Diabetes and Digestive and Kidney Diseases

**Nutrition for Seniors**
- Academy of Nutrition and Dietetics
- Food and Nutrition Service
- Meals on Wheels Association of America
- National Institute on Aging

**Nutritional Support**
Community Partners (Tips)

Approaching Your Community Partner
• Be clear about your needs
• Think about the partner’s potential benefits
• Be prepared

Working With a Partner
• Communicate
• Agreements
• Be Prepared

Follow-up
Thank partner publicly and privately
Keep in Touch
Plan for Future Events

URL to University of Kansas, Community Tool Box- Creating and Maintaining Partnerships
BECAUSE INFORMATION CAN HELP PREVENT CHRONIC DISEASES.

Materials and Resources
Health Program Ideas

- Mental Health
- Specific Disease Awareness
- Health Information Resources
- Finances
- Health Fraud
- Relationships
- Sexual Health
- Nutrition
- Advance Directives
- End of Life Issues
imagine history!
reimagine your world

search exhibitions: explore, discover, enjoy!

The Exhibition Program creates lively and informative exhibitions and educational resources that enhance awareness of and appreciation for the collections of the National Library of Medicine.
Promote NLM Resources in Your Community

Add NLM resources and news feed information to your organization’s web and social media sites!
Featured Items

Homeschool Resource Fair

A Colorado public library connected 600 homeschool patrons to community groups last fall.

Winter of Reading Kick-Off

A library in Denver kicks off an adult reading program with trivia, brews and prizes.

Academic Libraries and Poetry Month

Cakes and choirs help to inspire at these academic library National Poetry Month programs.

Mini-Maker: Sew a Felt Cat

An Oklahoma library helped patrons get crafty with this (adorable) passive craft program.
Sample Health Program

Locate additional slides on the NNLM class web site. [URL](#) for Activate, Collaborate, and Educate: Health Outreach and Programming in Your Community

[URL](#) for Engage for Health Toolkit/Program Materials
Taking an active role in your health care.
Engagement

What is engagement?
- Listen
- Understand
- Ask questions

Why is engagement important?
- Better health and satisfaction
Tips to Stay Engaged

- Take a friend or family member with you
- Write things down
- Repeat back what you’ve heard
- Ask questions
Communication

“The single biggest problem in communication is the illusion that it has occurred.”

—George Bernard Shaw
Questions are the Answers

URL for AHRQ Waiting Room Video
3 Types of Questions

- **What** is this test for?
- **What** are my choices?

- **Why** do I need this treatment?
- **Why** do I need to decrease how much salt I eat?

- **How** often do I need to take the medication?
- **How** do you spell the name of that drug?
What Did You Hear?
Activity - Role Play

Questions?

Role Play
Talking With Your Doctor

Summary

How well you and your doctor communicate with each other is one of the most important parts of getting good health care. Being prepared can help make the most of your visit. Here are some things you can bring:

- Lists of your concerns, any allergies and all the medicines, herbs, or vitamins you take
- A description of symptoms - when they started, what makes them better
- A trusted friend or family member
- A way to take notes during your appointment

URL for Talking With Your Doctor (MedlinePlus)
Life gets way more complex when you're a teen. On top of all of the emotional and physical changes you go through, there are more choices and decisions to make and more stresses from school, sports, jobs, family, and even friends.
Questions?
Discussion: Share your thoughts about the ‘Engage for Health’ program?
About Engage for Health

The Hospital & Healthsystem Association of Pennsylvania (HAP) and its Pennsylvania Hospital Engagement Network (PA-HEN) developed ‘Engage for Health’, a series of tools to conduct a community education program on taking an active role in your health care. In 2016 the Pennsylvania Library Association (PaLA) and the National Network of Libraries of Medicine, Middle Atlantic Region (NNLM MAR) partnered with HAP, the NNLM Evaluation Office (NEO) and the Agency for Healthcare Research and Quality (AHRQ) to update the program and pilot it in 16 libraries across PA.

The ‘Engage for Health’ program is now available for libraries, community and faith based agencies and health care providers to offer in their communities. If you are interested in offering this program, please feel free to use the materials located on this page and contact NNLM MAR for assistance.

We encourage you to offer this program, use the evaluation materials (and send them to us) as well as let us know about the success of your ‘Engage for Health’ program.

AHRQ published a case study on the ‘Engage for Health’ program and the pilot project in PA, read the entire case study here.
Thank You

For questions regarding the content of this presentation or to request training please contact:

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