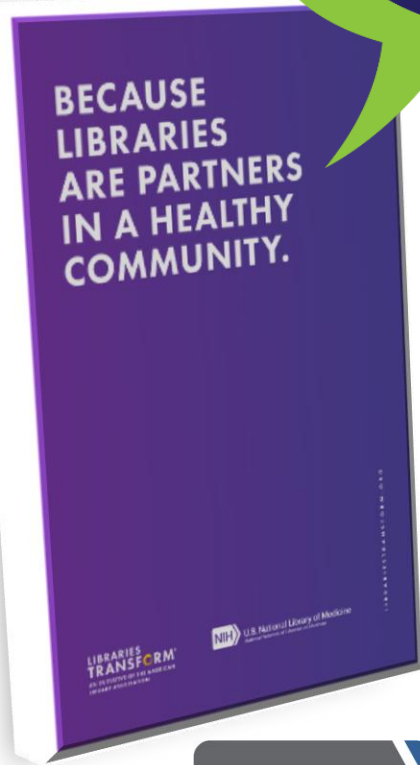


**Engage**  
for Health

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

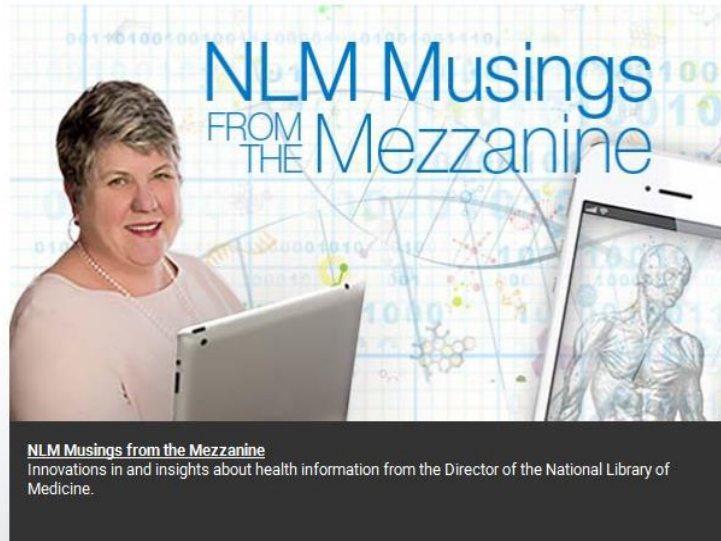
*Alicia Lillich, MLS*  
*Kansas Outreach Coordinator*



**U.S. National Library of Medicine**  
*National Network of Libraries of Medicine*  
*MidContinental Region*

Databases

- PubMed/MEDLINE
- MeSH
- UMLS
- ClinicalTrials.gov
- MedlinePlus
- TOXNET
- Images from the History of Medicine
- Digital Collections
- LocatorPlus
- All NLM Databases & APIs



Find, Read, Learn

- Search biomedical literature
- Find medical terminologies
- Search NLM collections
- Read about diseases
- Learn about drugs
- Explore history
- Find a clinical trial
- Use a medical dictionary
- Find free full-text articles

Explore NLM

- About NLM
- Health Information
- Library Catalog & Services
- History of Medicine
- Online Exhibitions & Digital Projects

Research at NLM

- Human Genome Resources
- Biomedical Research & Informatics
- Environmental Health & Toxicology
- Health Services Research & Public Health
- Health Information Technology

NLM for You

- Grants & Funding
- Meaningful Use Tools
- Training & Outreach
- National Network of Medical Libraries
- Regional Activities

News, Events, Videos

- Amanda J. Wilson appointed Head, National Network Coordinating Office, Library Operations, NLM (01/09/17)
- Mark Ziomek appointed Chief, Public Services Division, Library Operations, NLM (01/09/17)
- NLM Director Dr. Patricia Flatley Brennan

“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





Search KFF.org



## State Health Facts

About State Health Facts

Home // State Health Facts

### Search State Health Facts:

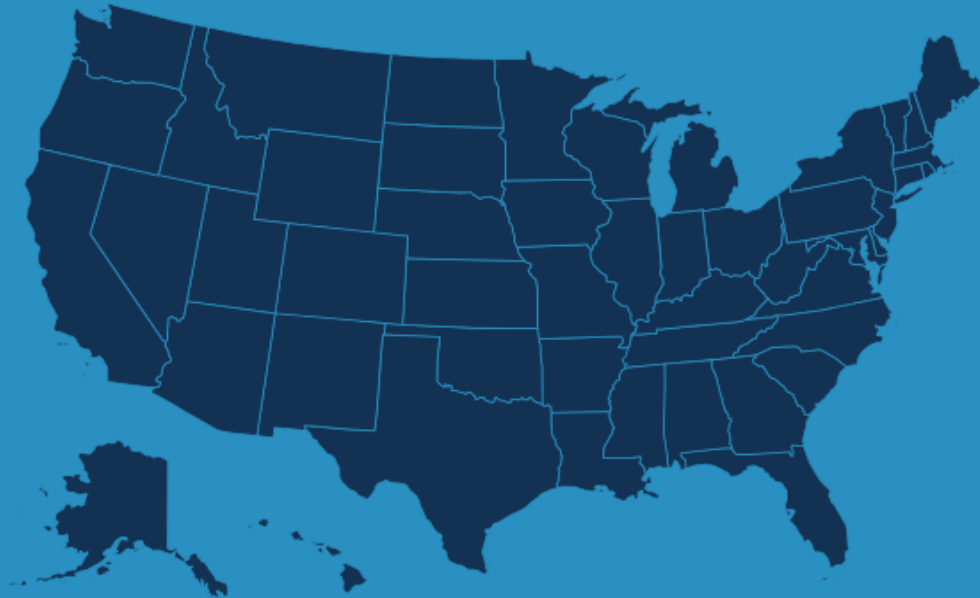
*Enter Keyword*



## Choose Category - or - Choose Location

Select a State

- > 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



NEW & UPDATED INDICATORS



[URL](#) for Kaiser State Health Facts

## HOW HEALTHY IS YOUR COMMUNITY?



Choose a state or search below to begin

- VT
- MA
- RI
- CT
- NJ
- DE
- MD
- DC

### Find your community

Search by county or state

SEARCH

OR

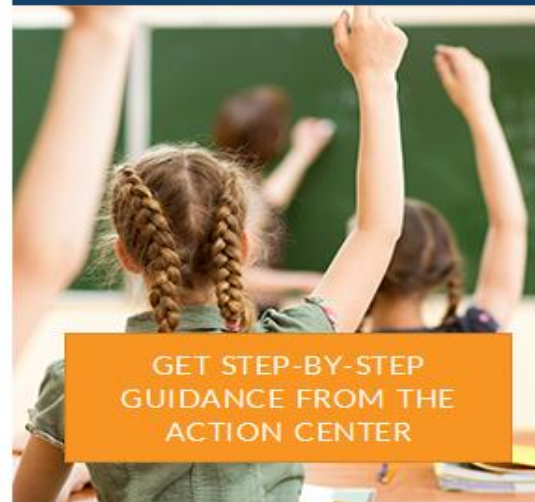
### See what affects health

Select a Measure ▾

Select your State ▾

GO

## HOW CAN ROADMAPS TO HEALTH HELP YOU?



GET STEP-BY-STEP GUIDANCE FROM THE ACTION CENTER

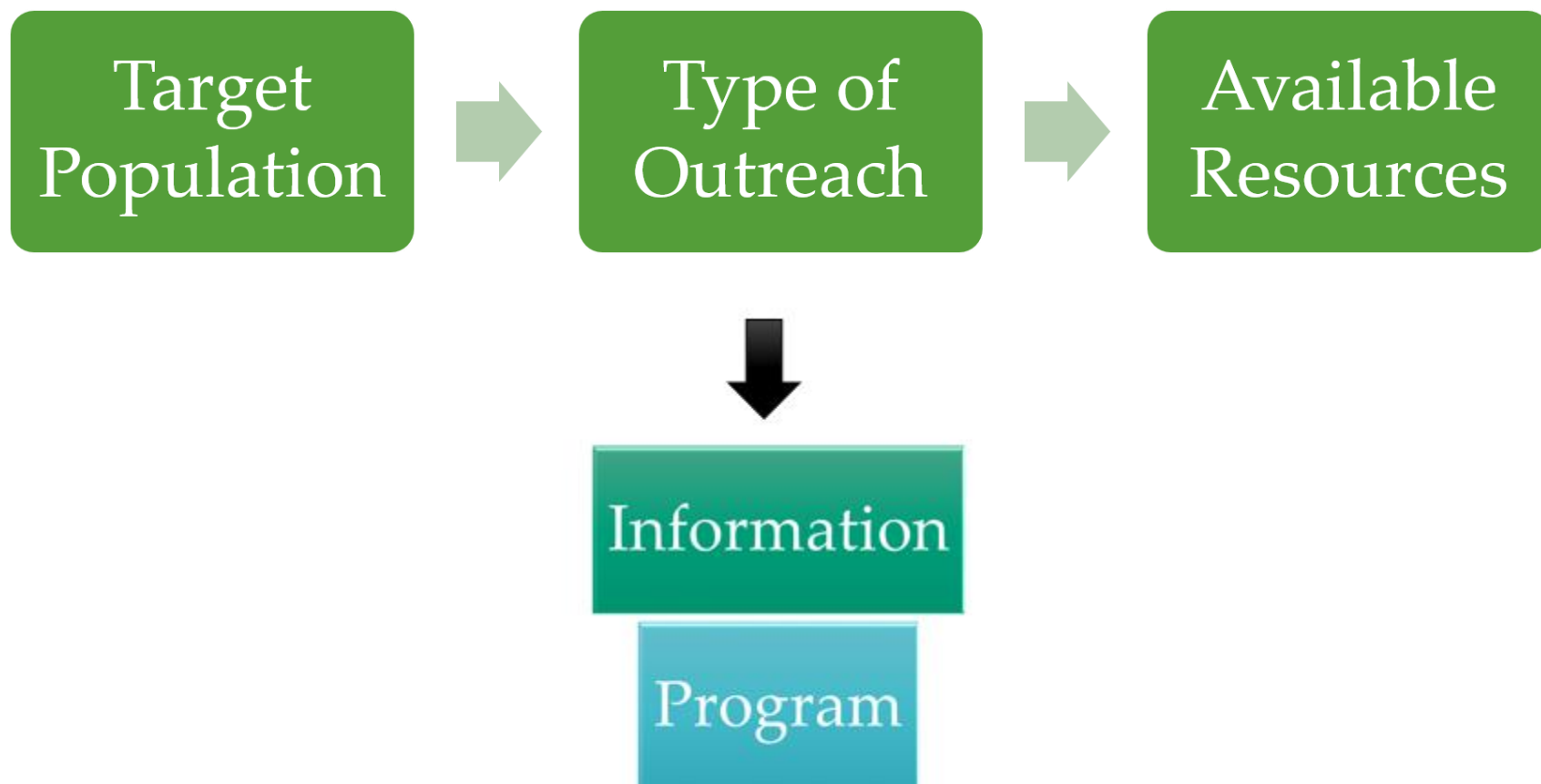


THE 2016 RWJF CULTURE OF HEALTH PRIZE

LEARN MORE



# Develop a Plan



# 7 Key Questions

- Who?
- What?
- When?
- Where?
- Why?
- How?
- How Much?



# Logic Models – A Planning Tool

NN/LM Outreach

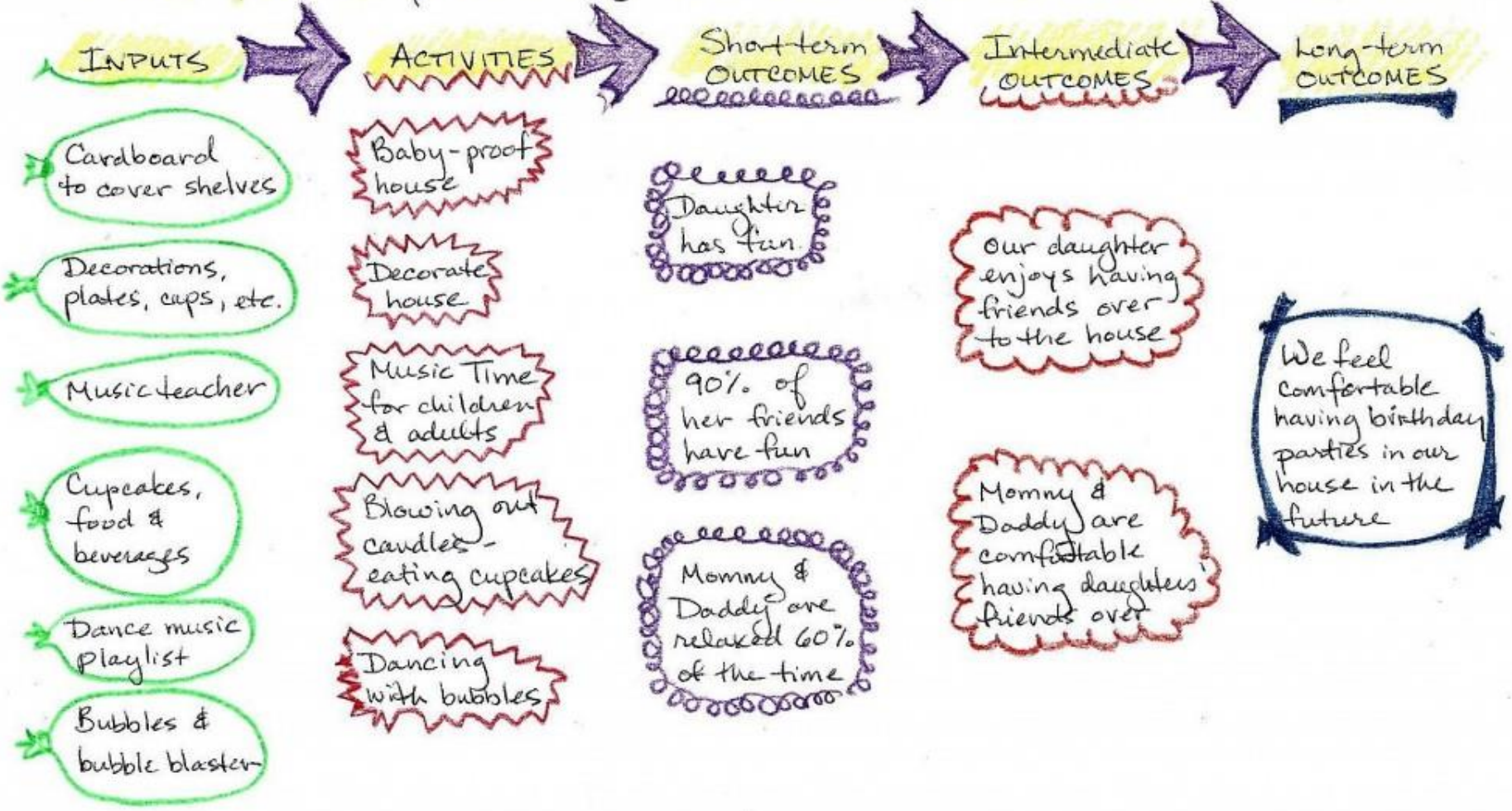
## Logic Model Template

Program: Health Information Outreach Program					
Goal: Improve community members' abilities to find, evaluate, and use health information					
INPUTS		ACTIVITIES		OUTCOMES	
What we invest	What we do	Who we reach	Why this project: short-term results	Why this project: intermediate results	Why this project: long-term results
<ul style="list-style-type: none"> <li>• Staff</li> <li>• Volunteers</li> <li>• Time</li> <li>• Money</li> <li>• Research findings</li> <li>• Materials</li> <li>• Equipment</li> <li>• Technology</li> <li>• Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct workshops and meetings</li> <li>• Train</li> <li>• Deliver services</li> <li>• Develop products, curricula, resources</li> <li>• Facilitate access to information</li> <li>• Work with media</li> </ul>	<ul style="list-style-type: none"> <li>• Participants</li> <li>• Clients</li> <li>• Agencies and community-based organizations (CBOs)</li> <li>• Decision-makers</li> <li>• Customers</li> <li>• Clinical professionals</li> <li>• Members of CBOs</li> </ul>	<p><i>Learning</i></p> <ul style="list-style-type: none"> <li>• Awareness</li> <li>• Knowledge</li> <li>• Attitudes</li> <li>• Skills</li> <li>• Opinions</li> <li>• Aspirations</li> <li>• Motivations</li> </ul>	<p><i>Action</i></p> <ul style="list-style-type: none"> <li>• Behavior</li> <li>• Practice</li> <li>• Decision-making</li> <li>• Policies</li> <li>• Social Action</li> </ul>	<p><i>Conditions</i></p> <ul style="list-style-type: none"> <li>• Health</li> <li>• Social</li> <li>• Economic</li> <li>• Civic</li> <li>• Environmental</li> </ul>

<p><b>Assumptions</b></p> <ul style="list-style-type: none"> <li>• Beliefs about the environment and community</li> <li>• Should be confirmed before beginning the program</li> </ul>	<p><b>External Factors</b></p> <ul style="list-style-type: none"> <li>• Positive and negative influences</li> <li>• Culture, economics, politics, demographics</li> <li>• Should be confirmed before beginning the program</li> </ul>
---	---



GOAL: Throw a birthday party at our house that is low-key and enjoyable by our 3-year old daughter and her friends.



# Marketing Ideas



BECAUSE QUALITY  
INFORMATION  
HELPS YOU MAKE  
BETTER HEALTH  
DECISIONS.

# NLM Consumer Health Resources

LIBRARIES  
TRANSFORM  
AS PART OF THE U.S. & CANADA  
HEALTHY PEOPLE 2020



U.S. National Library of Medicine  
National Institutes of Health

LIBRARIES TRANSFORM 2020



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**Health Topics**

Find information on health, wellness, disorders and conditions



**Drugs & Supplements**

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



**Videos & Tools**

Discover tutorials, health and surgery videos, games, and quizzes



**Medical Tests**

Learn why your doctor orders medical tests and what the results may mean



**Medical Encyclopedia**

Articles and images for diseases, symptoms, tests, treatments

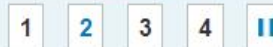
Share MedlinePlus



You can't see, smell or taste radon, but it could be present at a dangerous level in your home.

Protect your health and test your home for radon.

[Learn how.](#)



**Tweets by @MedlinePlus**



**MedlinePlus.gov** [@medlineplus](#)

RT @Alzheimers\_NIH: Caregivers—changes in the brain may affect how someone with #Alzheimers acts. Learn about common personality and behavior changes and some tips to help you cope with these. #caregiving bit.ly/2vct3qV



**Managing Personality a...**  
Get tips for coping with p...  
nia.nih.gov

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Sign up for the My MedlinePlus newsletter

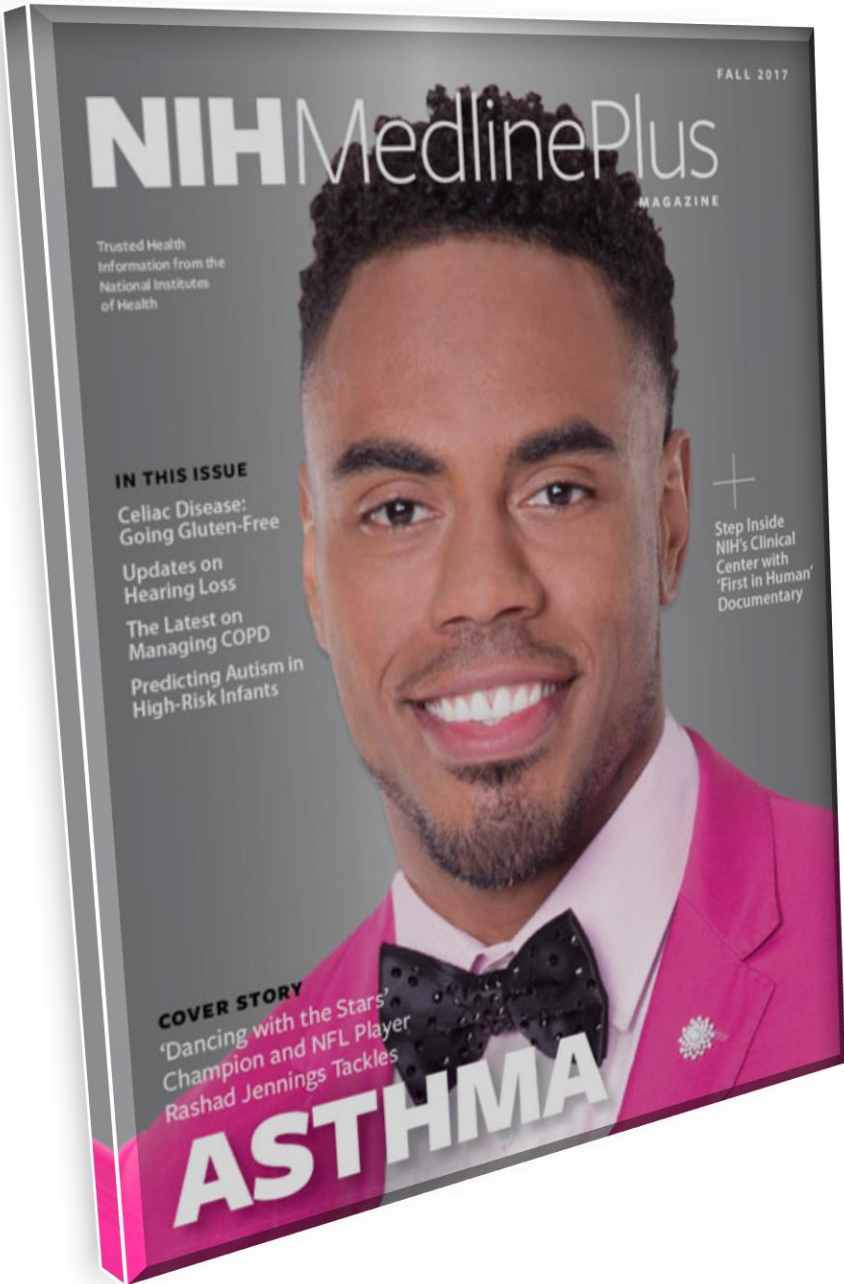
Enter email address

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## What's New

- ✓ Facts about Methamphetamine (English, Arabic, Burmese, Dari, Farsi, Karen, Kinyarwanda, Nepali, Swahili)
- ✓ What Is Addiction? (English, Arabic, Burmese, Dari, Farsi, Karen, Kinyarwanda, Nepali, Swahili)
- ✓ Facts about Marijuana (English, Arabic, Burmese, Dari,



## Featured Resources

✓ Zika resources **New!**

[View All](#)



## Multicultural Information

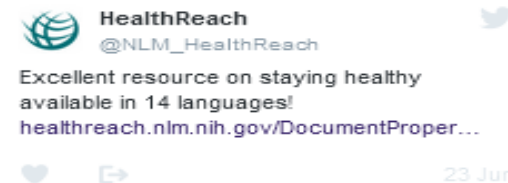
The United States has a highly diverse population with different levels of English proficiency and health literacy.





## Refugee Health Information

HealthReach resources include information about the potential health conditions and cultural experiences of

## Tweets by @NLM\_HealthReach




**HealthReach**  
 @NLM\_HealthReach  
 Excellent resource on staying healthy available in 14 languages!  
[healthreach.nlm.nih.gov/DocumentProper...](http://healthreach.nlm.nih.gov/DocumentProper...)  
 23 Jun



HealthReach Retweeted  

**NIH ODS**  
 @NIH\_ODS  
 Make #nutrition education fun. Help #kids use detective skills to identify fruits & veggies on their cafeteria menu: [1.usa.gov/1DLv7nN](http://1.usa.gov/1DLv7nN)  
 16 Apr



## 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



*NIH MedlinePlus Magazine*<sup>®</sup> 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](#)<sup>®</sup>

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

#### [NLM Drug Information Portal](#)<sup>®</sup>

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.

# 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): <https://www.nlm.nih.gov/medlineplus/healthliteracy.html>

# Partners for Health Outreach



# Strength in Partnerships



# 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?

Home → [Organizations](#) → Organizations: N

## Other organizations by topic A-Z

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [XYZ](#)
**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

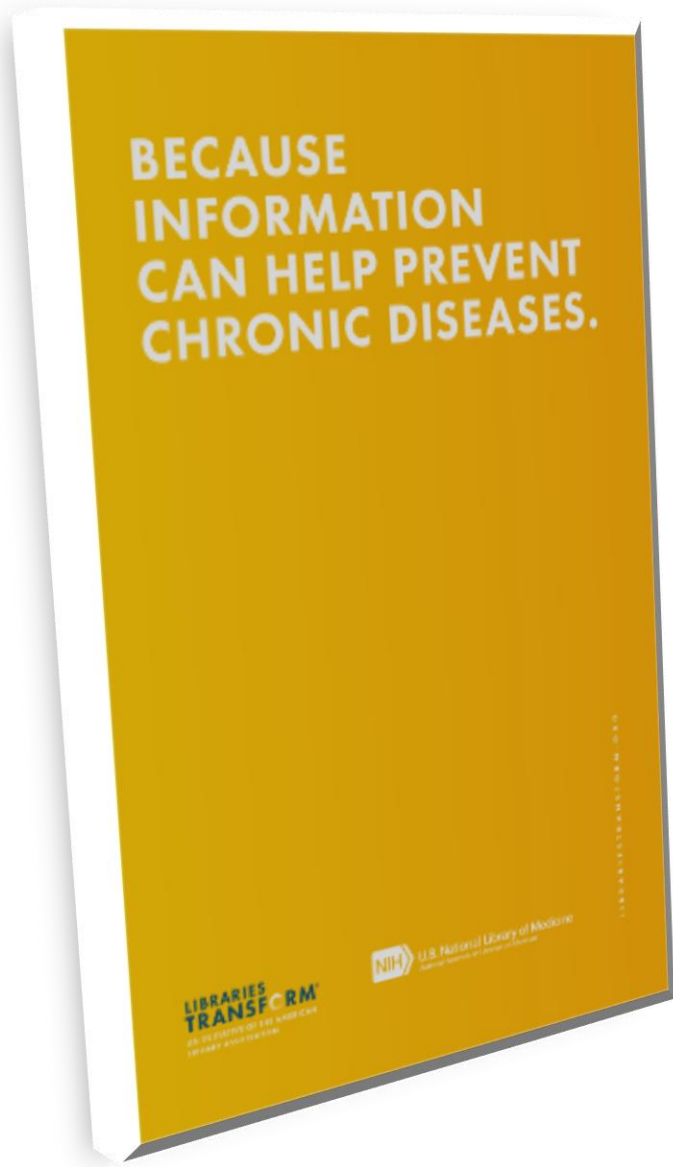
- Communicate
- Agreements
- Be Prepared

## Follow-up

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







# Materials and Resources



# imagine history!

# reimagine your world

 search exhibitions: explore, discover, enjoy!

explore our exhibitions



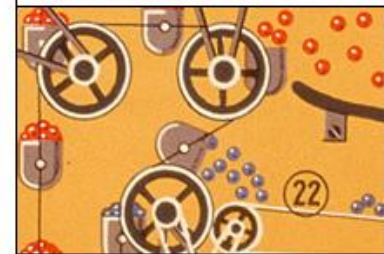
book a traveling exhibition



find an educational resource



curious? take a look



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!**

# PROGRAMMING Librarian

A website of the American Library Association Public Programs Office

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[Blogs](#)

[Program Models](#)

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## Featured Items



### Homeschool Resource Fair

*in Program Models*

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



### Winter of Reading Kick-Off

*in Program Models*

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



### Academic Libraries and Poetry Month

*in Blog*

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



### Mini-Maker: Sew a Felt Cat

*in Program Models*

-----  
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



# Taking an active role in your health care.



# Engagement

The logo for 'Engage for Health' is located in the top right corner. It features a dark blue speech bubble with a pink outline and a green tail. The text 'Engage' is in white and 'for Health' is in yellow. A pink vertical bar is positioned above the speech bubble.

Engage  
for Health

## What is engagement?

- ▶ Listen
- ▶ Understand
- ▶ Ask questions

## Why is engagement important?

- ▶ Better health and satisfaction

# Tips to Stay Engaged

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Engage  
for Health

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

# Communication

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Engage  
for Health

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

—George Bernard Shaw

# Questions are the Answers

Engage  
for Health



[URL](#) for AHRQ Waiting Room Video

## 3 Types of Questions

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Engage  
for Health

- ▶ **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?

Engage  
for Health



# Activity-Role Play

The logo for 'Engage for Health' is located in the top right corner. It features a dark blue speech bubble with the word 'Engage' in white and 'for Health' in yellow. The speech bubble is partially overlaid by a pink and green graphic element that resembles a ribbon or a stylized speech bubble tail.

Engage  
for Health

A blue speech bubble with a white outline and a tail pointing towards the bottom left. It contains the text 'Questions?' in white.

Questions?

A green speech bubble with a white outline and a tail pointing towards the bottom left. It contains the text 'Role Play' in white.

Role Play



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Find information on health, wellness, disorders and conditions

 **Drugs & Supplements**  
Learn about prescription drugs, over-the-counter medicines, herbs, and supplements

 **Videos & Tools**  
Discover tutorials, health and surgery videos, games, and quizzes

 **Medical Encyclopedia**  
Articles and images for diseases, symptoms, tests, treatments



**Have a doctor's appointment?**  
Visit our **Talking With Your Doctor** page

1 2 3 4 ▶

**Today's Health News**

[Bullying May Take Bigger Toll Than Child Abuse, Neglect](#)

[Milder Autism Typically Diagnosed Later in Girls](#)

[Women's Brains May Have Tougher Time Recovering from Concussion](#)

[More health news](#)

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## Talking With Your Doctor



### On this page

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- [Start Here](#)
- [Latest News](#)
- [Treatments and Therapies](#)

#### Learn More

- [Related Issues](#)

#### See, Play and Learn

- [Health Check Tools](#)
- [Videos and Tutorials](#)

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- [Clinical Trials](#)
- [Journal Articles](#)

#### Resources

- [Reference Desk](#)

#### For You

- [Children](#)
- [Teenagers](#)
- [Seniors](#)
- [Patient Handouts](#)



## 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

### Get Talking With Your Doctor updates by email

### MEDICAL ENCYCLOPEDIA

[Make the most of your doctor visit](#)



Search here...

Teens Home

Body

Mind

Sexual Health

Food & Fitness

Diseases & Conditions

Infections

Q&A

School & Jobs

Drugs & Alcohol

Staying Safe

## Talking to Your Doctor

KidsHealth > Teens > Body > Getting Medical Care > Talking to Your Doctor


Text Size Print

▶ What's in this article?

see more [+]

Listen 

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.

Lee este artículo en Español 

Engage  
for Health

The logo for 'Engage for Health' is located in the top right corner. It features a dark blue speech bubble with a pink and green tail. The text 'Engage' is in white and 'for Health' is in yellow.

Engage  
for Health

A large, bright blue speech bubble is centered on the page. It has a white tail pointing towards the bottom left.

Questions?



Discussion: Share your thoughts about the 'Engage for Health' program?

## Questions? Contact:



**Lydia Collins**

Consumer Health Coordinator  
(412) 624-1411  
[lydia@pitt.edu](mailto:lydia@pitt.edu)

### [Findings from the 'Engage for Health' Pilot Project](#)

(2017 Report)

### ['Engage for Health': A Health Program in a Box](#)

(NNLM MAR Lunch with the RML-PPT)

### ['Engage for Health': A Partnership for Improved Patient-Doctor](#)

[Communication](#) (MLA 2017 Presentation-PPT)

## 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.



## 'Engage for Health' Program Materials

All of the materials you need to offer the 'Engage for Health' program are freely available. The toolkit includes the presentation slides, speaker notes, role play exercise, pre-post evaluation form (and instructions to send MAR the completed forms), promotional poster and logo.

- [Engage for Health Presentation Slides](#)
- [Engage for Health Speaker Notes for Presentation Slides](#)
- [Engage for Health Role Play](#)
- [Engage for Health Pre-Post Evaluation Instructions](#)
- [Engage for Health Pre-](#)



# U.S. National Library of Medicine

*National Network of Libraries of Medicine  
MidContinental Region*

**Web site: <http://nnlm.gov/mcr>**

**Serving Colorado, Kansas, Missouri, Nebraska, Utah, and Wyoming**

## Thank You

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

**Alicia Lillich  
[alilich@kumc.edu](mailto:alilich@kumc.edu)**

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