



Introduction to Consumer Health

This is Bad Enough

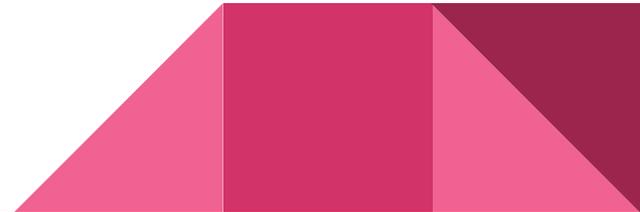


Consumer Health

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

Brief History of the National Library of Medicine

NLM began in the Office of the Surgeon General of the Army. The first request for funds for the library—\$150 for medical books—appeared in the 1836.



Library of the Surgeon General

After moving around to various locations in downtown Washington, DC, the Surgeon General's library was given a home in the Riggs Bank Building at 15th and Pennsylvania, NW, in 1862.



Ford's Theater

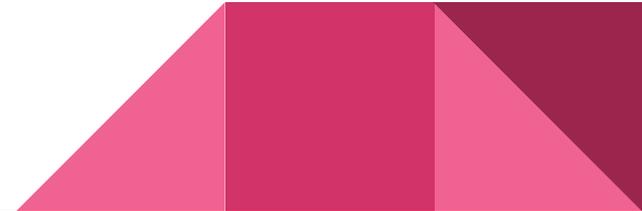
On April 14, 1865, U.S. President Abraham Lincoln was assassinated while attending a performance at Ford's Theatre. The federal government took over the theater, and used the building to house the Army's medical records, museum and library.



Army Medical Library

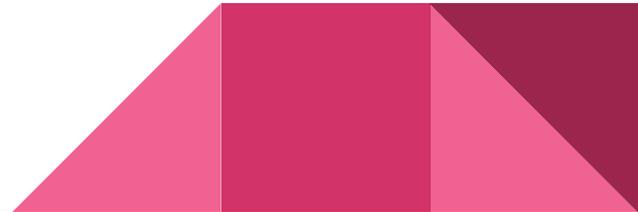
The Library of the Surgeon General's Office and the Army Medical Museum relocated to new building in 1887.

In 1922, the Library was renamed the Army Medical Library.



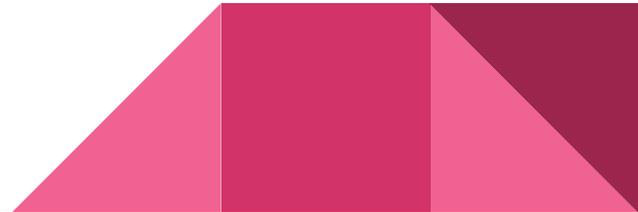
Public Health Service

The Army Medical Library was transferred to the Public Health Service by an act of Congress in 1956, and was renamed the National Library of Medicine. Senators Lister Hill and John F. Kennedy were the driving force behind the bill.



National Institutes of Health

National Library of Medicine moved to the campus of the National Institutes of Health in 1962. Designed to protect the collection from possible Cold War threats, the building features foot-thick limestone walls, over 50 miles of subterranean bookshelves and a collapsible roof.



PubMed is Launched

In the 1970's, the National Library of Medicine developed the MEDLINE database for access to life sciences and biomedical information. Access was available to through university libraries.

In 1997, [PubMed.gov](https://pubmed.gov) launched, providing access to MEDLINE on the World Wide Web.



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](https://www.nlm.nih.gov/medlineplus) 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).

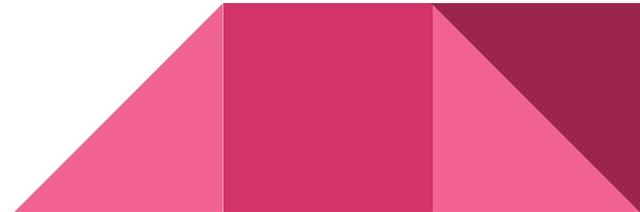
Top three pageviews:

Medical Encyclopedia (65%), Health Topics Pages (18%), and Drug Information (15%).



Health Information at the Public Library

Libraries provide vital health information services. These services help patients and caregivers understand diagnosis and treatment options. Libraries support active participation in health and wellness.



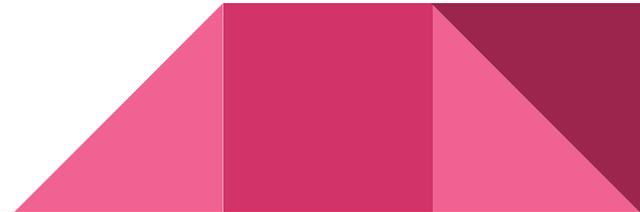
Pair and Share: Challenges for Library Staff



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

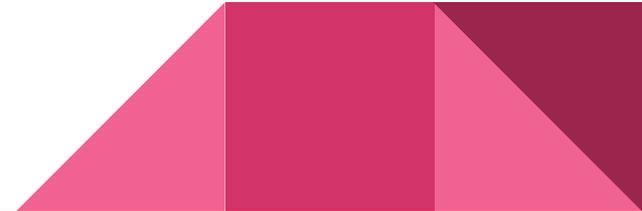
Patients and caregivers may be fearful, angry, overwhelmed, disillusioned, or depressed. Emotions play a role in how they approach the library staff.

Factors: age, gender, literacy level, socioeconomic background, culture/ethnicity, language.



Stand Up for Health

- Health Information Reference Services
- Health Information Resources
- Health Information Outreach and Programming



Knowing Your Community

- Working in your community day-to-day.
- For example, knowing the predominance of older patrons, millennials or families with young children.
- Circulation statistics and other metrics provide information on library usage.



External Resources

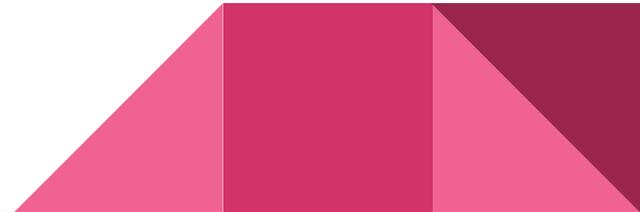
U.S. Census Bureau, Robert Wood Johnson County Health Rankings, local Community Health Needs Assessments may identify populations that aren't being reached by the library, and spark ideas for targeted outreach and programming.

- Was the pre-assignment useful?



Preparing to Serve Diverse Users

Knowing predominant languages spoken, ethnicity/race, age group percentages, and socioeconomic status will help libraries be prepared to make good collection development decisions and programming choices.



Break Time



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



Misleading Headlines

Live Science > Health

Does Alcohol Really 'Clean' the Brain?

By Stephanie Pappas, Live Science Contributor | February 5, 2018 05:01pm ET



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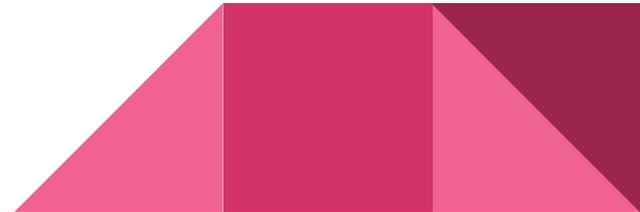
Beneficial effects of low alcohol exposure

“Awake, behaving C57Bl6 mice received low, intermediate, and high doses of alcohol (0.5, 1.5 and 4 g/kg [intraperitoneally, I.P.], respectively) 15 min before injection of CSF tracers into the cisterna magna compartment via a cannula implanted 24 hrs earlier. The brains were quickly harvested at 30 min after the tracer injection and immersion-fixed followed by preparation...”



The Search for Health Information

- 59% Americans seek health information online.
- 77% inquiries start at a search engine (Googling).
- Less than 25% searchers verify the date or the source.
- Lack of access to a computer and the internet increases risk for health disparities.



Information Seeking at the Library

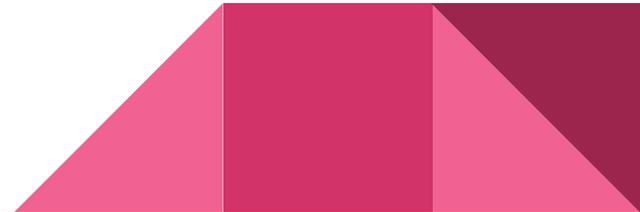


Pair and Share: Challenges for the Consumer



Librarians and Literacy

Libraries offer all sorts of literacy programs: early literacy, adult literacy, English for Speakers of Other Languages, digital literacy (computers, eReaders, tablets, smartphones) and financial literacy.



Health Literacy

Health Literacy = Ability to read + Understanding how the body works + Understanding what causes disease.

Who is struggling? Those who did not graduate from high school, have one or more disabilities, have no medical insurance, are Hispanic/Latino, are over age 65, and/or are African American/Black.



Health Care Outcomes for Low Health Literacy

- Do not get preventative care.
 - Develop chronic conditions.
 - Higher rates of hospitalization.
 - Health care costs are higher (more serious situations).
 - Do not feel well.
 - Ashamed—lack of health and knowledge.
- 

Example: Chronic Obstructive Pulmonary Disease

“My breathing problems are controlling my life.”

“No matter what I do or how hard I try, I just can't seem to get relief from my breathing problems.”

“Too often, my breathing problems just seem to hit me from out of the blue.”



COPD Patients with Low Health Literacy

- Do not know how to use inhaled medications.
- Do not recognize need for acute medical attention.
- Feel helpless to manage own disease.
- 5 times more likely to go to the Emergency Room.
- 8 times more likely to be hospitalized.



Health Literacy for Everyone

Library staff should not make assumptions about literacy or health literacy-based on appearance.

Bottom line: Simple language with clear information is appreciated by everyone.



AMA Foundation Health Literacy Video



Health literacy and patient safety: Help patients understand

280,621 views

456 10 SHARE ...



AMAFoundation
Published on Aug 27, 2010

SUBSCRIBE 240

This video is part of a health literacy educational toolkit developed by the American Medical Association Foundation. For more information about their health literacy resources, visit www.amafoundation.org/go/healthliteracy

Easy-to-Read

MedlinePlus includes a collection of easy-to-read resources and multimedia materials that help with understanding.

Please Note: MedlinePlus does not perform reading level tests on materials but instead relies on the publisher of the material for the designation as easy to read.



How to Write Easy-to-Read Materials

[How to Write Easy-to-Read Health Materials](#) from MedlinePlus includes step-by-step instructions for planning and creating materials.

Includes links to bibliographies and software for testing the readability level of materials.

