

Health Programming at Your Library

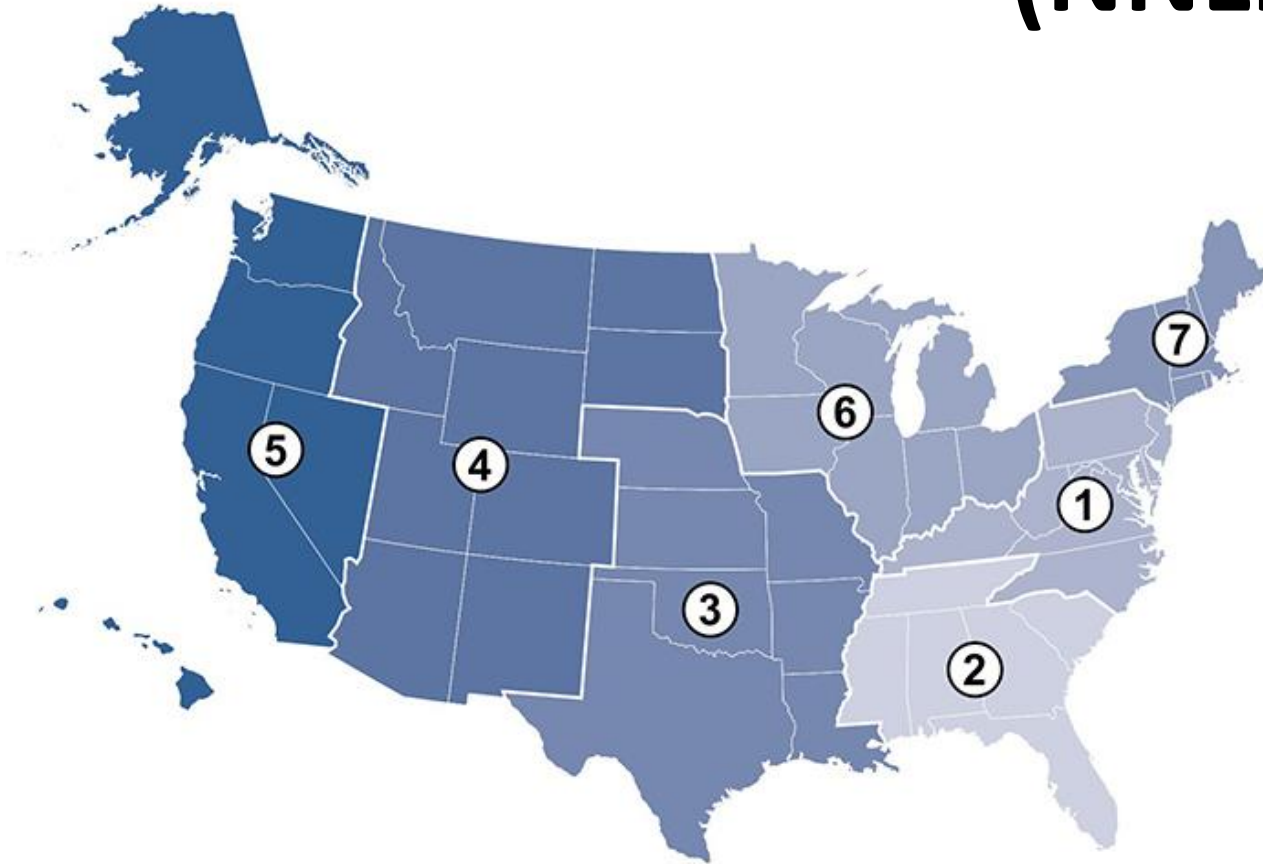


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Network of the National Library of Medicine (NNLM)



The mission of NNLM is to advance the progress of medicine and **improve the public health** by:

- Providing all U.S. health professionals with equal access to biomedical information
- Improving the public's access to information to enable them to make informed decisions about their health

Which picture most closely matches how you feel about health programming?



A



B



C



D

Learning Objectives

Why health programs?

Planning for health programs: ideas and implementation

Partners in programming

Resources and support

Why might libraries conduct health programming and outreach?



Image by Freepik

Health Programming at Your Organization

Show Value

Enhance Image

Maintain Relevance

Increase Visibility

Stay Current

Adapted from: University of Illinois Current LIS Clips (2003)

Where to begin?

Know Your Community



County Community Health Assessments and/or Improvement Plans

Programs/Resources	Program, Resource, Service	Poverty, Education, Unemployment and their Inter-relationship	Housing Affordability	Transportation/Transit	Growing Diversity	Mental Health	Violence and Safety Among All Ages (especially senior exploitation)	Obesity across all age groups	Tobacco, Alcohol, and Other Drug Use among teens and Young Adults	Low Vaccination Rates	Water Quality and Sustainable Drinking Water
Lee Carlson Center info (mental health resources)						X					
Memory maker kits		X				X					
Mental Health training at Staff Day						X					
Non-fiction books about health	R	X				X		X	X	X	
Offered classes on health topics	P					X	X	X	X	X	X
Online safety classes	P	X				X	X		X		
Opioid Task Force	P	X				X			X		
Read to a dog/rabbit (Therapy animals)	P					X					

State Health Facts

<https://www.kff.org/statedata/>

The screenshot shows the KFF State Health Facts website. At the top, there is a dark navigation bar with the KFF logo and tagline "Filling the need for trusted information on national health issues". To the right of the logo are social media icons for Twitter, Facebook, Instagram, LinkedIn, and Email, along with a search icon. A green "DONATE" button is also present. Below the navigation bar is a blue banner with the text "TRENDING Abortion in the U.S. Dashboard Mental Health Prescription Drugs". The main content area has a light blue background and features the title "State Health Facts" in bold. Below the title is a sub-header: "More than 800 up-to-date health indicators at the state level can be mapped, ranked, and downloaded." followed by a link "Learn more". A search bar with the placeholder text "Enter keywords" and a search icon is located below the sub-header. The section "Explore Indicators by Category" is followed by a grid of 14 category buttons: Affordable Care Act, COVID-19, Demographics and the Economy, Disparities, Health Costs & Budgets, Health Coverage & Uninsured, Health Insurance & Managed Care, Health Status, HIV/AIDS, Medicaid & CHIP, Medicare, Mental Health & Substance Use, Providers & Service Use, and Women's Health. At the bottom, there are two sections: "Featured Indicator" with a link to "AFFORDABLE CARE ACT Marketplace Average Benchmark Premiums" and "Explore New & Updated Indicators" with links to "Medicaid Income Eligibility Limits for Parents, 2002-2023" and "Medicaid Renewal Communications When Continuous".

State Health Facts

<https://www.kff.org/statedata/>

Percentage of Adults with Diagnosed Diabetes by Age Group

Location	Ages 18-44	Ages 45-64	Ages 65-74	Ages 75+	Total (Age-Adjusted)
Minnesota	2.7%	10.5%	19.8%	19.3%	7.9%
North Dakota	3.0%	12.5%	19.9%	21.3%	8.8%
South Dakota	2.6%	16.0%	16.4%	24.8%	9.6%

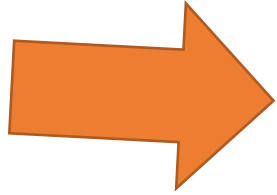
County Health Rankings and Roadmaps


<https://www.countyhealthrankings.org/>



The screenshot shows the homepage of the County Health Rankings & Roadmaps website. At the top, there is a dark blue header with the site's name in an orange box: "County Health Rankings & Roadmaps" and the tagline "Building a Culture of Health, County by County". To the right of the header are links for "About Us" and "For the Media". Below the header is a navigation bar with orange background and white text, containing "Explore Health Rankings", "Take Action to Improve Health", "Online & On Air", and "Reports", along with a search icon. The main content area features a large background image of a residential street. The heading "Explore Health Rankings" is prominently displayed. Below it, a paragraph states: "The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work, and play. They provide a starting point for change in communities." Two large white boxes offer navigation options: "Find Data by Location" with a search input field and a "Search" button, and "Find Data by Topic" with an "Explore" button. At the bottom, a white bar contains the text "Find Data Sets and Documentation: Download state and national data sets" and a "Downloads" button.

County Health Rankings and Roadmaps - Snapshot

<https://www.countyhealthrankings.org/>

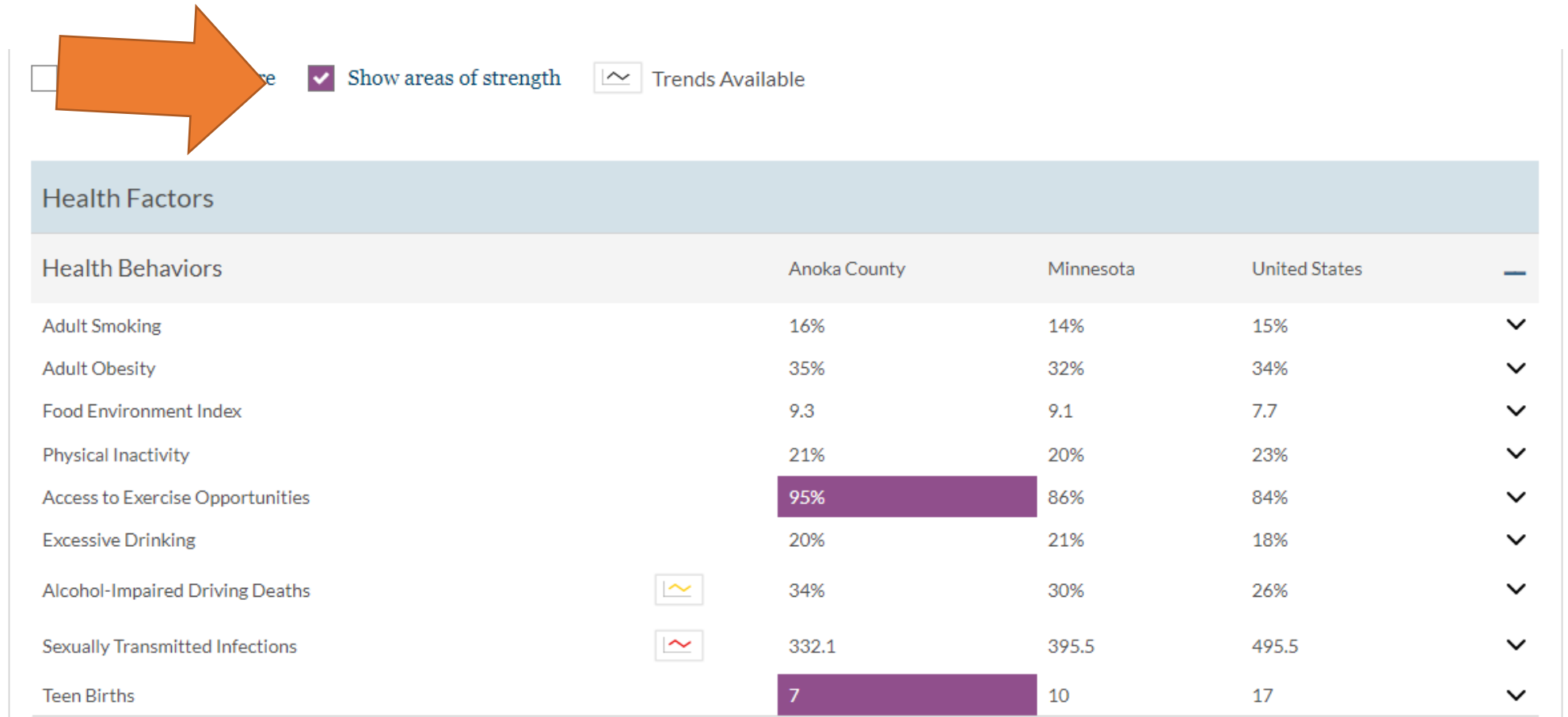


Show areas to explore Show areas of strength  Trends Available

Health Factors			
Health Behaviors	Anoka County	Minnesota	United States
Adult Smoking	16%	14%	15%
Adult Obesity	35%	32%	34%
Food Environment Index	9.3	9.1	7.7
Physical Inactivity	21%	20%	23%
Access to Exercise Opportunities	95%	86%	84%
Excessive Drinking	20%	21%	18%
Alcohol-Impaired Driving Deaths	 34%	30%	26%
Sexually Transmitted Infections	 332.1	395.5	495.5
Teen Births	7	10	17

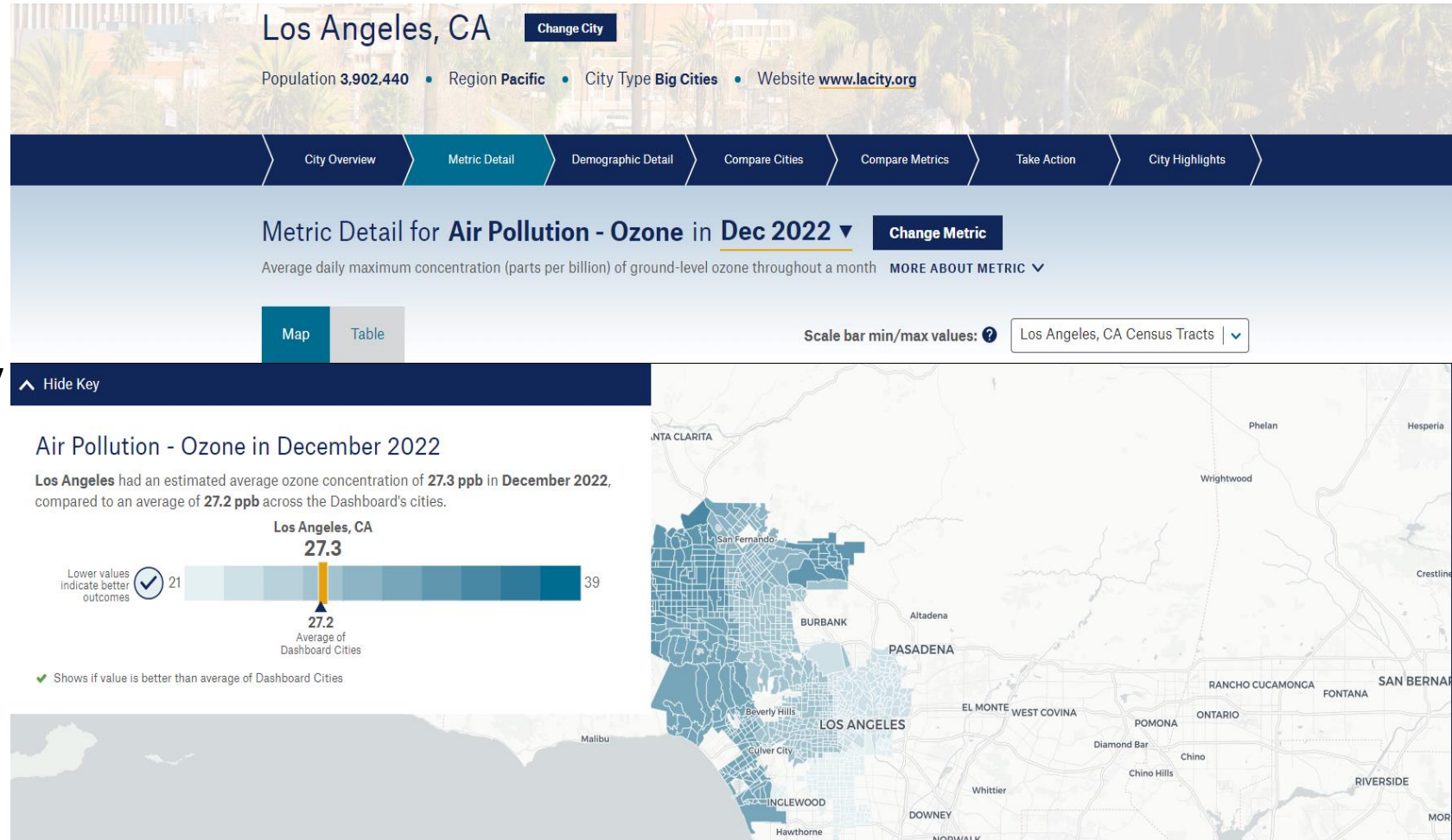
County Health Rankings and Roadmaps - Snapshot

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City Health Dashboard

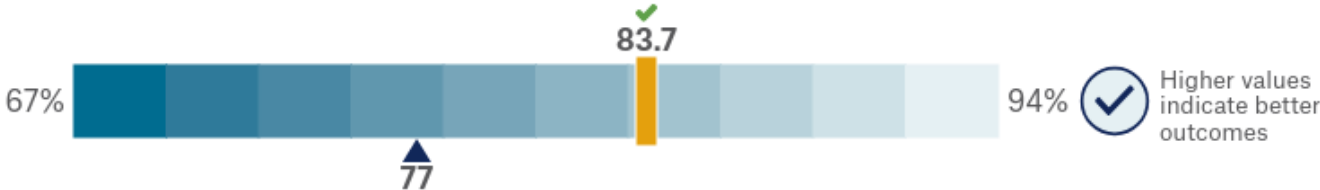
<https://www.cityhealthdashboard.com/>



City Health Dashboard Sample

Broadband Connection in Blaine, MN

Source: City Health Dashboard; Data from American Community Survey, U.S. Census Bureau., 2022



Blaine had an estimated 83.7% of households with high speed broadband internet in 2022, compared to an average of 77% across the Dashboard's cities.

Census Tract	ZIP Code	Value
050828	55014	67.8%
050901	55014	73.5%
040901	55112	74.7%
040705	55126	80.5%

Learning Objectives

Why health outreach programs?

Planning for health programs: ideas and implementation

Partners in programming

Resources and support

What is an example of health outreach or programming that you have seen recently?

All restrooms now stocked with complimentary menstrual products.



Types of Projects & Programs

- Food Access
- Movement
- Access to Care
- Social Work
- Technology
- Children and Families
- Veterinary
- Information and Reference Services



DON'T WANT TO ASK?



We understand. Look for any of these subjects by following the corresponding call numbers. These call numbers are not meant to be specific books, but directions to a subject area. They can be found in children's, teen's, and adult's nonfiction. Signage in the stacks can direct you to the right place and Library of Congress call numbers are shelved alphabetically and then numerically.

TOPIC	CALL NUMBER
Abuse/Incest	HV6570
Abusive Relationships	HV6626
Acne/Skincare	RL131
AIDS/HIV	RA643 / RC606
Alcohol	HV5275

Finding Programming Inspiration and Ideas

- [Let's Move in Libraries](#)
- [ALA: Programming Librarian](#)
- [WebJunction: Health Happens in Libraries](#)
- [Rural Health Literacy Toolkit](#)
- [Ready.gov](#)
- [Library Storytime Resources](#)
- [NNLM Past Funded Projects](#)



Libraries Transform



NLM Exhibition Program

HISTORY
OF MEDICINE

EXHIBITIONS: About a Traveling Exhibition

☰
MENU

EXHIBITIONS

A TRAVELING EXHIBITION

HOST TRAVELING EXHIBITIONS

ABOUT EXHIBITION PROGRAM

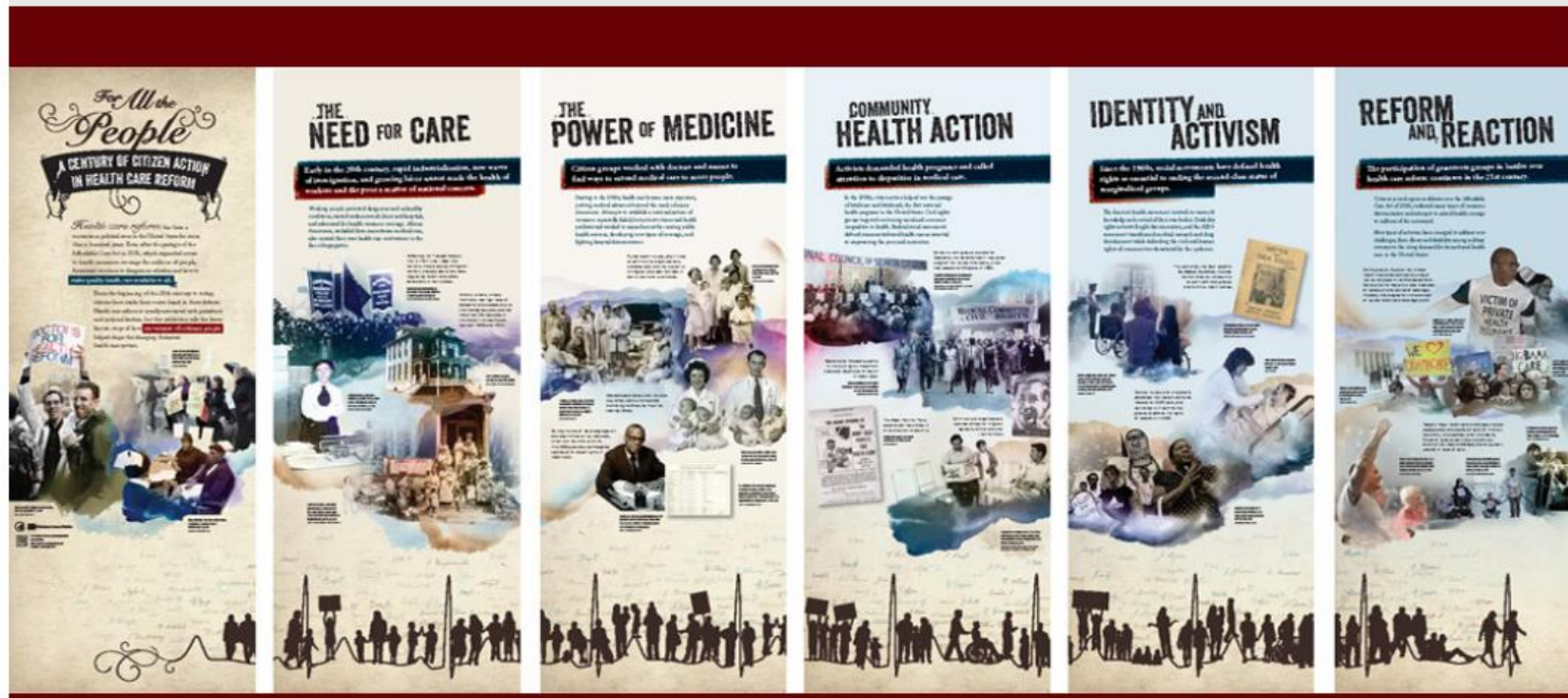
🔍
SEARCH

REQUEST THIS EXHIBITION

Learn more about how the National Library of Medicine makes available a selection of NLM Traveling Exhibition titles by calling for new booking requests.

PUBLIC PROGRAMMING EXAMPLES

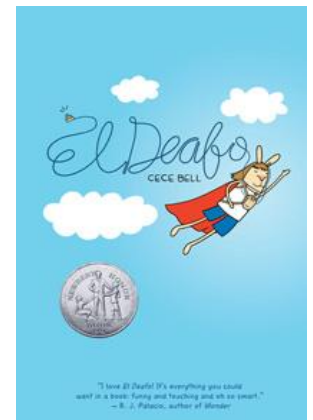
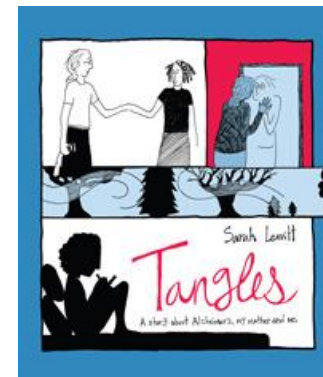
MedlinePlus for Community Health Workers exemplifies the type of public program that complements *For All the People: A Century of Citizen Action in Health Care Reform* and connect visitors to NLM's trusted health information resources.



“Graphic medicine is the use of comics to tell personal stories of illness and health.”

Learn more:

- GraphicMedicine.org
- Graphic Medicine: Ill-Conceived and Well-Drawn! (NLM Traveling Exhibit)
- Book discussion guides, Region 7 Graphic Medicine Initiative



Interested in Graphic Medicine in your region?
[Contact your RML](#)

NNLM READING CLUB

March 2024

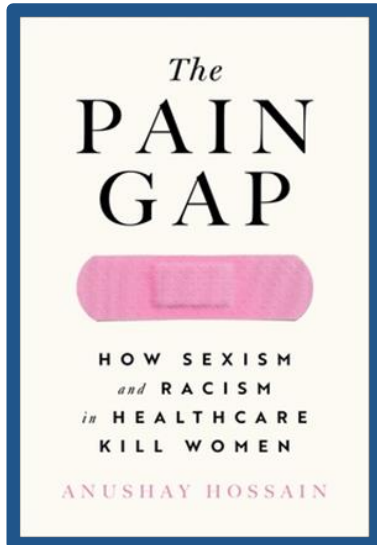
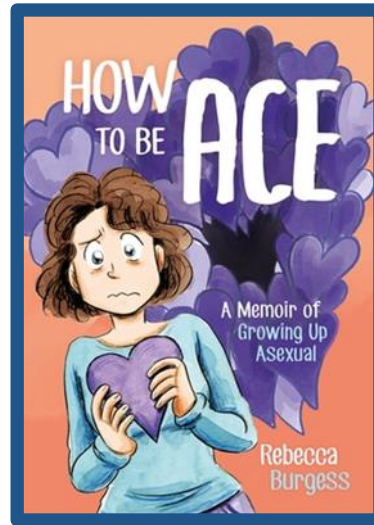
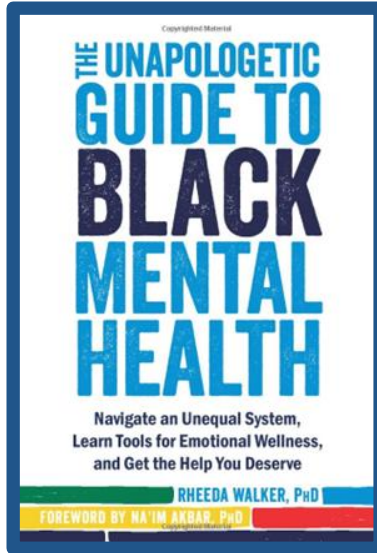
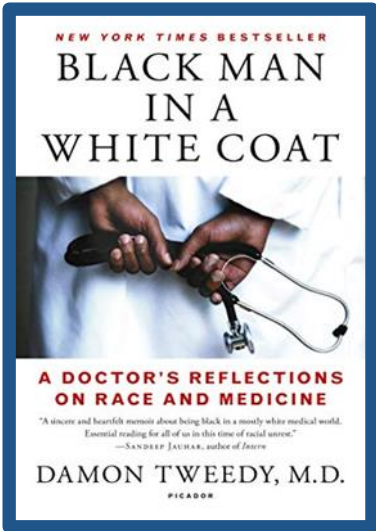
Women in Medicine



- Ready-to-use toolkit for hosting health-topic book discussions
- Books, discussion guides, and health resources
- Over 30 topics and 130 titles
- Participate with us!

[Explore the NNLM Reading Club](#)

Diverse Voices in Health & Medicine Collections

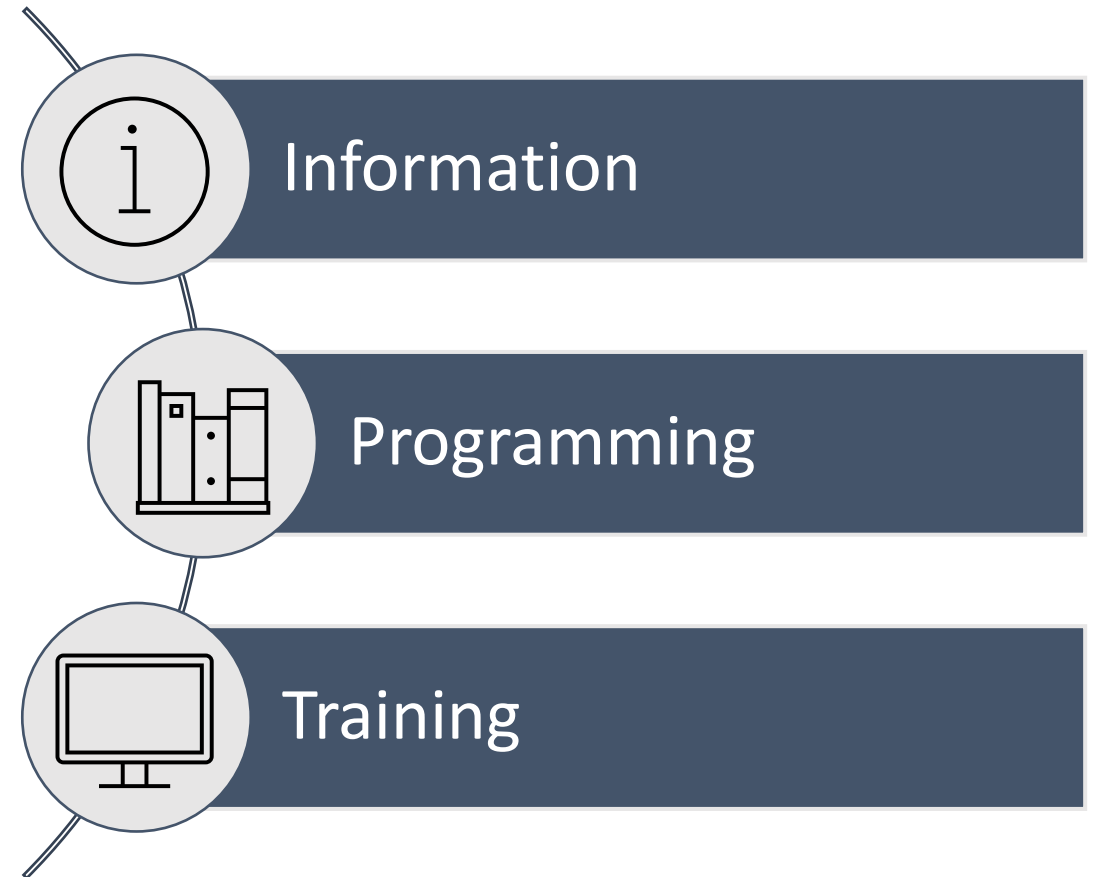
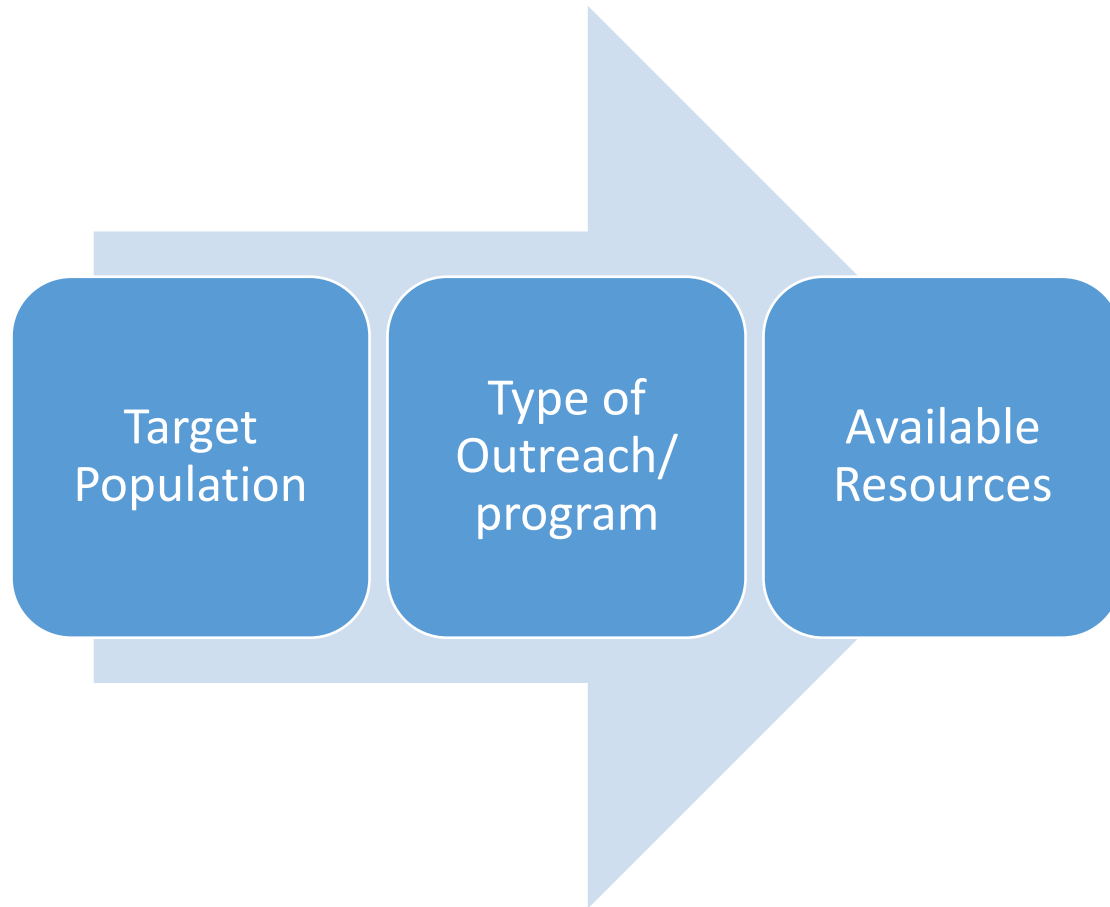


- 5 Downloadable Toolkits for Adults, Children, Teens, Adult Zines, and Graphic Medicine
- Features more than 1,900 titles



[Explore the Diverse Voices Collection](#)

Develop a Plan!



Getting Started

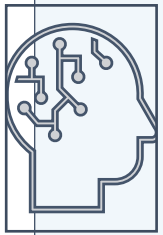
Considerations

- Unique to your community
- Evidence of need
- The next big thing vs. basics
- Is your project easy to explain?

Cautions

- Competitions
- Know who you're inviting
 - Multi-level marketing – MLMs
 - Registered Dietician vs Nutritionist
- Differing opinions and care

7 Key Questions



Who?

- Will you reach?
- Can assist you?
- Can partner?



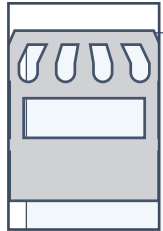
What?

- Type of activity?
- Resources to include?



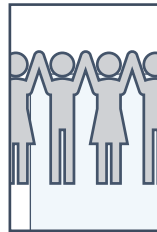
When?

- Are staff available?
- Are target population available?
- Pair with health observance month or local event?



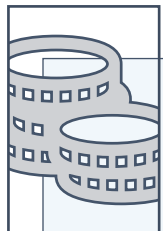
Where?

- Do you have the space?
- Senior center or school?
- Accessible to participants?



Why?

- Is your organization the one to offer this?
- Will it benefit your target population?



How much?

- Time?
- Money?



How?

- Will you market the program?
- will you conduct the activity?
- Will you tell if it was successful?

Logic Model

a visual representation of a program that illustrates how **planned activities** are linked to **program results**

NNLM Logic Model:
<https://www.nlm.gov/sites/default/files/2021-08/Logic%20Model.pdf>

NN/LM Outreach

Project:					
Goal:					
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

Assumptions	External Factors
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Completed Logic Model

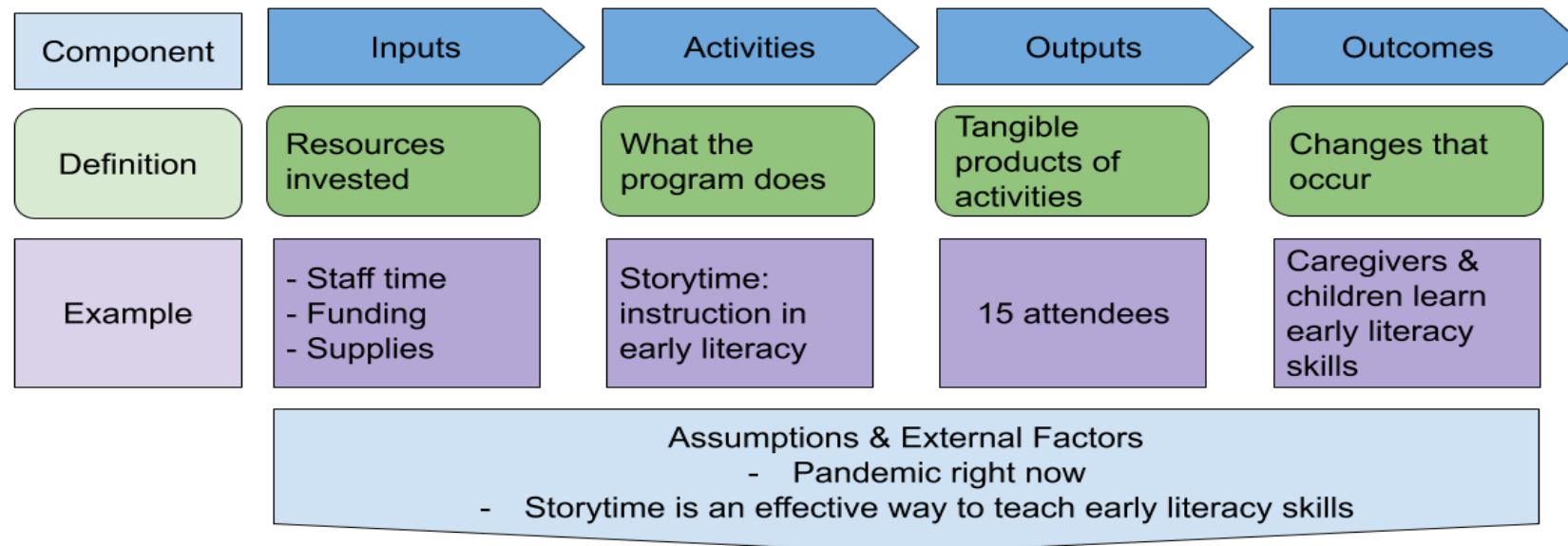
NN/LM Outreach

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"> • Staff • Volunteers • Time • Money • Research findings • Materials • Equipment • Technology • Partners 	<ul style="list-style-type: none"> • Conduct workshops and meetings • Train • Deliver services • Develop products, curricula, resources • Facilitate access to information • Work with media 	<ul style="list-style-type: none"> • Participants • Clients • Agencies and community-based organizations (CBOs) • Decision-makers • Customers • Clinical professionals • Members of CBOs 	<p><i>Learning</i></p> <ul style="list-style-type: none"> • Awareness • Knowledge • Attitudes • Skills • Opinions • Aspirations • Motivations 	<p><i>Action</i></p> <ul style="list-style-type: none"> • Behavior • Practice • Decision-making • Policies • Social Action 	<p><i>Conditions</i></p> <ul style="list-style-type: none"> • Health • Social • Economic • Civic • Environmental

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



Marketing Ideas



- [Public Library Association's Marketing Strategies Page](#)

Getting Started: Partnerships



Local government/public health



Healthcare providers



Food banks, agriculture nonprofits



Cooperative extensions

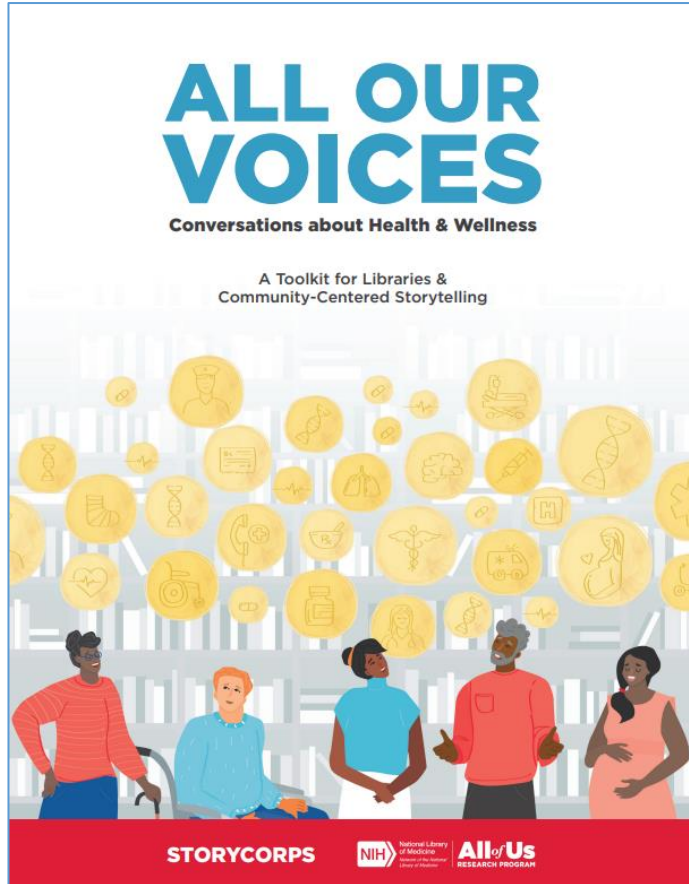


Local authors, businesses



Health Non-Profits

Activities with NNLM Partners!



[StoryCorps: All Our Voices Toolkit](#)

[Citizen Science Month](#)

[#CiteNLM Wikipedia Edit-a-thon](#)

NIH National Library of Medicine
Network of the National Library of Medicine

Help us improve health information on Wikipedia.

Join the #CiteNLM campaign as an individual or host an event at your institution.

Get involved:
nlm.gov/wiki

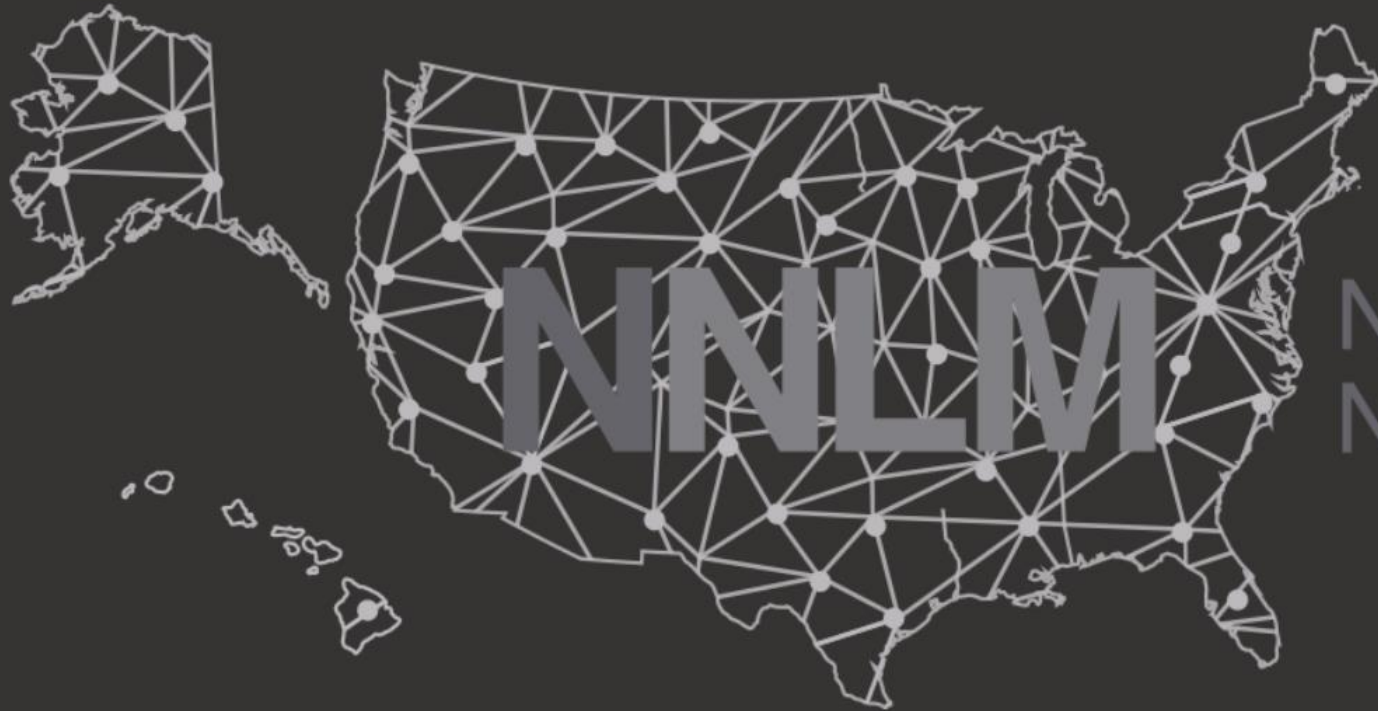
source: bit.ly/3lkmd2

Virtual Health at the Pottsville Public Library

<https://youtu.be/pV32iJ4WL-g>



Partner with NNLMM Membership – Funding – Training



Network of the
National Library of Medicine

NNLM Guides & Resources

- [Order Free Informational Materials](#)
- [NNLM Public Libraries Resource Guide](#)
- [NNLM Proposal Writing Toolkit](#) for funding)
- [NLM Product Guides](#): Resources from the National Library of Medicine



medlineplus.gov

MedlinePlus is a free online health information resource for patients and their families and friends.

Every day, people turn to MedlinePlus to find reliable, up-to-date information about diseases, conditions, and wellness topics. This trusted resource is available anytime, anywhere, on any device.

The National Library of Medicine is here to be your partner in health.



Health Topics: Read about wellness issues and the symptoms, causes, treatment, and prevention of over 1,000 diseases, illnesses, and health conditions. Each health topic page links to information from NIH and other authoritative sources, as well as a PubMed® search.



Drugs & Supplements: Learn about prescription drugs, over-the-counter medicines, dietary supplements, and herbal remedies.



NIH National Library of Medicine

nlm.nih.gov

NNLM *All of Us* Program Center

- Partnership with NIH *All of Us* Research Program
- *All of Us* aims to invite at least one million people to share health data to improve health research and care for all
- Connecting *All of Us* and public libraries as partners



NNLM Membership – always free

- Over 8,500 Member Organizations – libraries, schools, community organizations, and more
- Full access to NNLM offerings and support
- [NNLM Membership Directory](#)
 - Check out other NNLM Members in your community



Members Directory

Browse our directory to find NNLM Members.



[Become a Member](#)

NNLM Training and Classes

Environmental
Health and
Justice: a brief
primer

Health Literacy
On Demand

MedlinePlus
Tutorial for
Librarians and
Health Educators

Assessing Health
Education
Materials

Providing Mental
Health Resources
at Your Library

Consumer Health
Collection
Management

Providing
Multilingual
Health
Information

Connect with NIH, NLM, & NNLM

LinkedIn

Articles

People

Learning



- Connect with us!
- Add NLM resources and news feed information to your organization's web and social media sites!
- Help combat health misinformation!

Resource List

Health Equity and Access

- [All of Us Research Program](#)
- Centers for Disease Control and Prevention(CDC) [Health Equity Resources](#)
- American Public Health Association(APHA) [Health Equity](#)
- Substance Abuse and Mental Health Services Administration(SAMHSA) [Behavioral Health Equity Resources](#)
- World Health Organization(WHO) [Health Equity](#)
- Medline Plus: [Health Information in Multiple Languages](#)

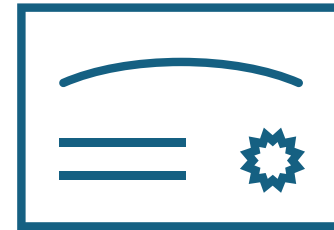
Cultural Humility

- CDC [Cultural Humility and Community Engagement](#)
- U.S. Department of Health & Human Services(HHS) [Think Cultural Health](#)
- NNLM Training Video: ["Integrating Cultural Humility into Practice"](#) by Twanna Hodge
- TEDXMemphis: ["Reimagining the Public Library to Connect the Community"](#) by Shamichael Hallman

What is CHIS?



CHIS stands for [Consumer Health Information Specialization](#), a program the Medical Library Association (MLA) provides.



CHIS offers training in providing health information services to consumers and recognition for the accomplishment of acquiring new health information skills.



Provide **quality health information to your community** by gaining skills and knowledge in areas such as:

- Understanding your community
- Health literacy
- Mental health resources
- Evaluating health information
- Health equity

Obtain your CE and use the NNLM sponsorship



Step 1: Earn 12 CE through FREE classes!



Step 2: Apply for NNLM CHIS Sponsorship



Step 3: Receive NNLM sponsored CHIS



Learn more by visiting: nnlm.gov/JdHKf or scanning the QR code



Claim your CE credit – Step 1



Course evaluation link:

Link available in
Recording

Questions, Evaluation and CE



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Consumer Health Information Specialization Trainer

Katherine V. Chew, MLS

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librarian

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***Retiring in November 2024**

 **Minitex**

 **National Library of Medicine**
Network of the National Library of Medicine