Focused Health Information Literacy Outreach

**THE NATIONAL NETWORK OF LIBRARIES OF MEDICINE
NEW ENGLAND REGION**

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Order of things

Who we are
Our traditional approach

Focused outreach approach
Method
   Assessment
     Tailored delivery
       Evaluation

What did we find out

And so…

National Network of Libraries of Medicine
New England Region (NN/LM NER)

Program Goals

- Increase access to accurate and reliable health information

- Reach communities with health disparities

- Promote NLM resources

Old v New

Traditional Approach

- Larger more diffuse networks
- Institutions and associations

Focused Outreach Approach

- Systematic approach to connecting with local resources

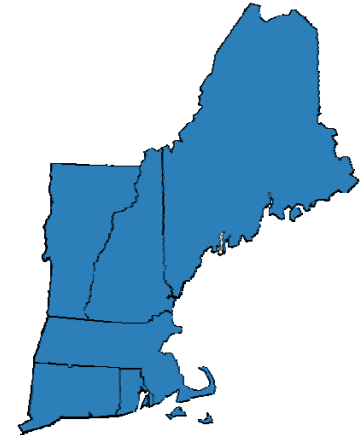that serve a population within a geographical area.

Focused Outreach Method

Community Assessment

– Key informant interviews

Program Implementation

– Tailored efforts based on findings

– Community-based partnerships

Community Assessment
Western Maine, Rural Seniors

- **Findings**
  - Rural with growing senior population
  - Growing African immigrant community
  - Healthy communities coalitions as partners
  - Strong school health program
  - Broadband is limited, libraries offer access

Community Assessment
Providence RI, Latino communities

- **Findings**

  - Questions about health information first consult is with people they know

  - Existing network of minority health centers

  - Radio is important medium, long-standing Spanish language health program

  - Foreign-trained health professionals organized at adult education center

Focused Outreach Implementation
Western Maine, Rural Seniors

- **Tailored Approach**
  - Target core outreach activities to needs of seniors

  - Develop partnerships with healthy communities coalitions; provide stipends for outreach to seniors

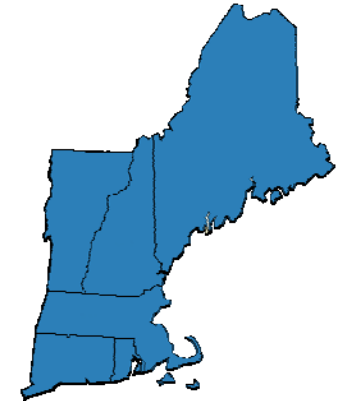 - Promoted NLM resources via trainings, exhibits, community organizations, public libraries,

Focused Outreach Implementation
Providence RI, Latino communities

- **Tailored Approach**

  – Implement a train the trainer model

  – Partner with Welcome Back Center, cohort of trainers from students

  – Spanish language pieces promoting ML+ via radio discussion/interview

  – Link WBC/adult education center with Providence Community Library

Method

Evaluation

- Outcome measures : pre-post training evaluations, follow-up assessment

- Process measures: story-based evaluation, community partner exit interviews

Evaluation Results

Western Maine – Rural Seniors

Outputs

Service providers trained =98

Consumers reached =154

Consumer pre-/post-evaluations =85

Service provider pre-/post-evaluations =82

Consumer Follow-up =13

Service Provider Follow-up =28

Evaluation Results
Providence RI – Work with WBC

Outputs

Train the trainer cohort size =5

Providers trained =98

Instruction sessions to consumers =37

Consumers reached =851

One extended discussion with Q & A on MedlinePlus en español on radio health program

Outcomes

Outcome	Indicator
Support among key agencies	Agencies are locus of activities (host & train)
Increased confidence in using Internet	Evaluations indicate increase in confidence using net for health
Increased knowledge of NLM	Evaluations indicate increased knowledge
Increased use of NLM resources	Follow-up demonstrates increased use
More local experts help in find/use NLM resources	Providers indicate helping others use MedlinePlus for health information

Outcomes

Outcome	Indicator
Support among key agencies	Agencies are locus of activities (host & train)

Western Maine

River Valley Healthy
Communities
Healthy Oxford Hills
Healthy Communities
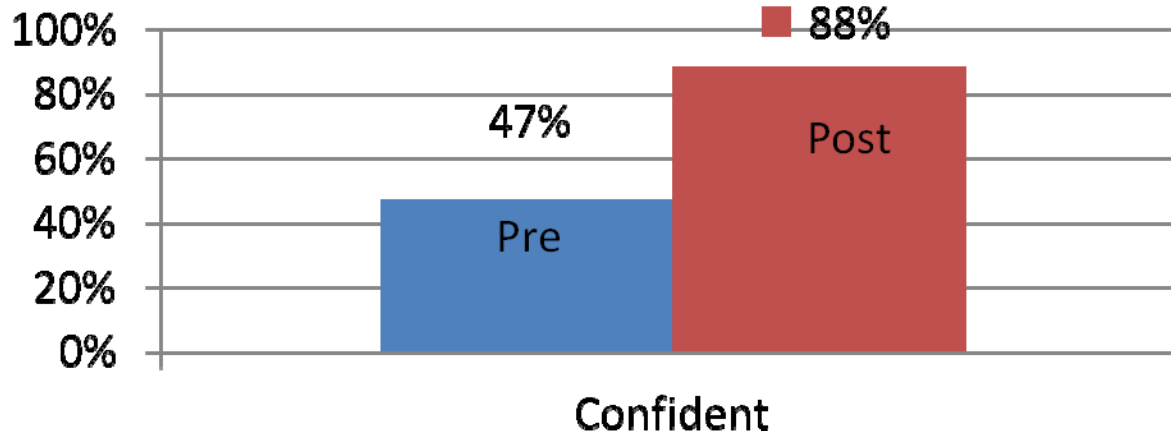Coalition

Providence

Welcome Back Center
at Dorcas Place

Outcomes

Outcome	Indicator
Increased confidence in using Internet	Evaluations indicate increase in confidence using net for health

Maine Seniors

46% reporting not confident in net/HI pre

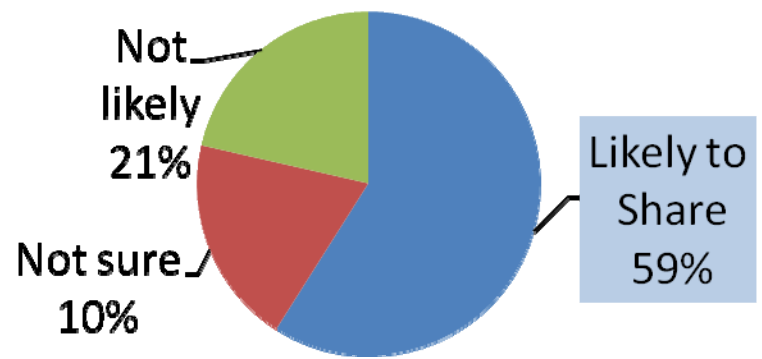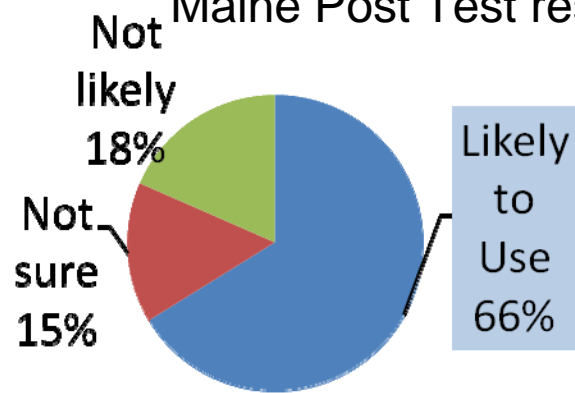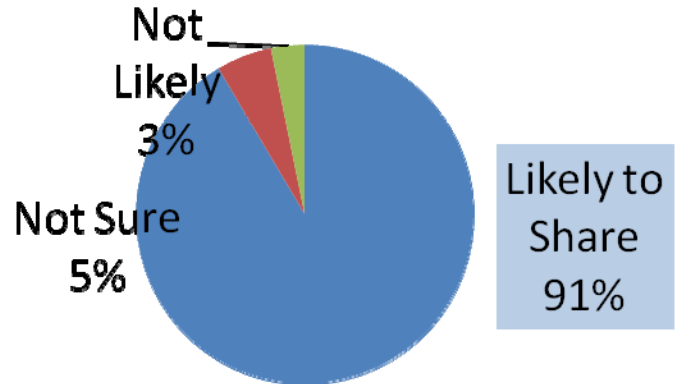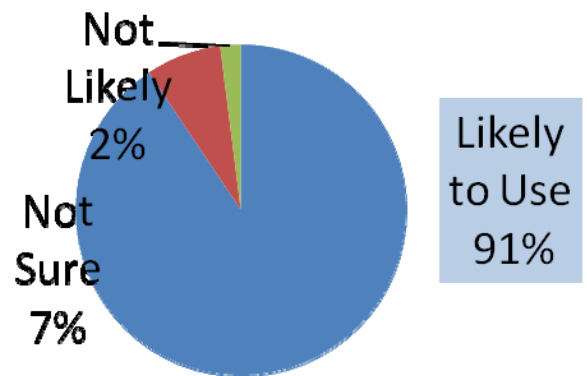post reporting confidence in using net/HI=79%

Providence Latinos

Outcomes

Outcome	Indicator
Increased knowledge of NLM	Evaluations indicate increased knowledge

Maine Post Test responses: Likely to Use / Share NLM Resources

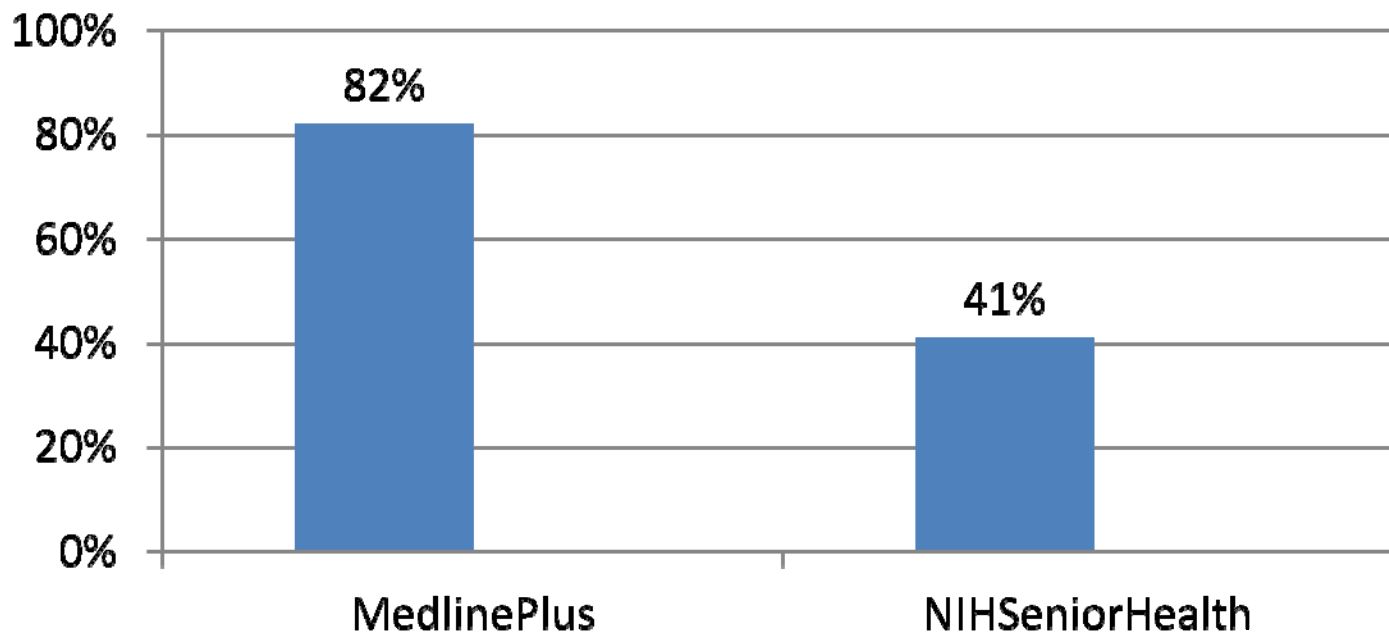Not likely 18%
Not sure 15%
Likely to Use 66%

Not likely 21%
Not sure 10%
Likely to Share 59%

Providence Post Test responses: Likely to Use / Share NLM Resources

Not Likely 2%
Not Sure 7%
Likely to Use 91%

Not Likely 3%
Not Sure 5%
Likely to Share 91%

16

Outcomes

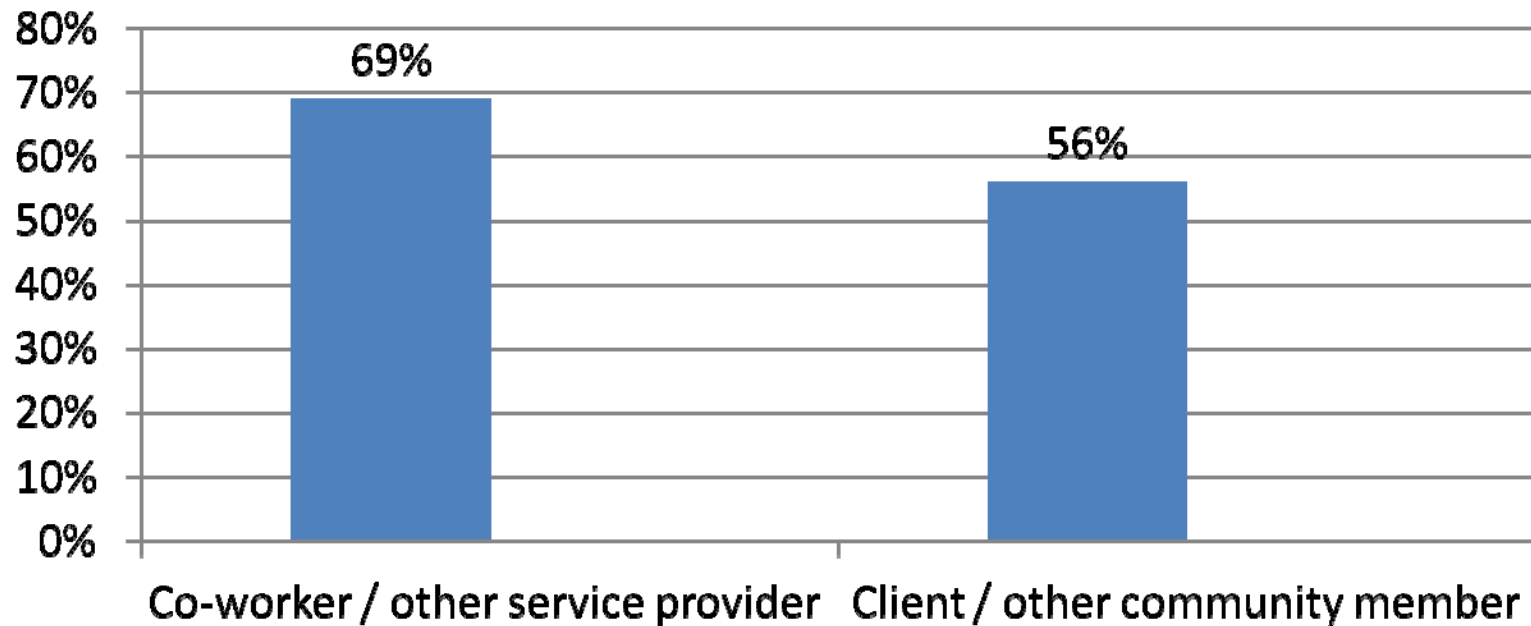| Outcome	Indicator
Increased use of NLM resources	Follow-up demonstrates increased use

Service Providers reporting use of NLM at follow up

Outcomes

Outcome	Indicator
More local experts help in find/use NLM resources	Providers indicate helping others use MedlinePlus for health information

Service Providers reporting Sharing of NLM at follow up

Process Observations

Key Points

Thank You!!!

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