

The Delaware Experiment

A Consumer Health Information Collaborative



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A Consumer Health Information Collaborative

- 3 Counties - New Castle, Kent and Sussex
 - 3 Consumer Health Librarians
- Total Population 783,660 (c. 2000)
- Public Libraries 34



A Consumer Health Information Collaborative

The Delaware Academy of Medicine “Academy”

- Established in 1930 as the state’s largest medical library at the time

Mission: Provide health information to the public

Pitfalls:

- Never engaged with state government
- An insular presence

Historic

Delaware Academy of Medicine Building

Built in 1816



Source: <https://www.gfmlaw.com/about-firm/our-historic-building>

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The Beginning c. 2003 - 2004

Environmental Scan of existing health information

- DDC: Medicine & Health classification
 - DDC: 610.3 – 618
 - Analyzed reports from state's library computer system
 - Age of material, relevance, culturally appropriate, etc.

Academy convened discussions with agencies having stake in public libraries to identify statewide gaps in consumer health information delivery

- Library leaders i.e: state librarian, county library commissioners, library directors and the Delaware Library Association
- Research to uncover distributed consumer health models elsewhere

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PRIMARY ADVOCACY COMPONENTS

SUPPORT

Academy - House and Senate Representatives

State Librarian

- Define idea
- Express & identify need
- Funding pathway options
- Identify General Assembly champions
- Materials funding

Director, Division of Public Health

- Awareness

FUNDING

Department of Health and Social Services

- Health Fund Advisory Committee (HFAC)

General Assembly

- Joint Finance Committee

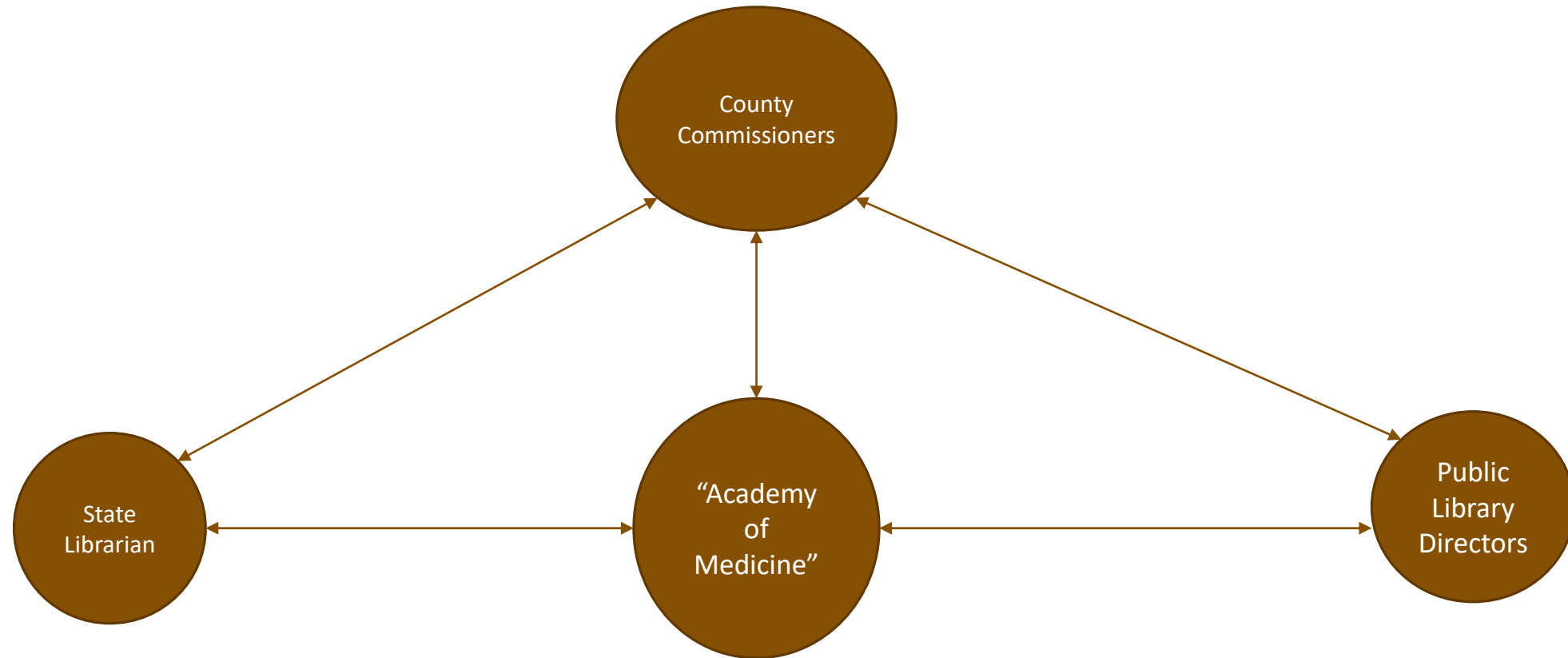
Governor's Annual Budget

- \$275,000 - initial

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Key Players

State funding began in FY2004



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NEW CASTLE COUNTY FRAMEWORK

Academy
Managed



Academy
Consumer Health Librarian

Bear Public Library*

*Memorandum of Understanding – Multi-institutional arrangement

Librarian Functions

Information Services/Reference
Programming
Assessment & Collection Development
Acquisitions & Technical Services
Circuit Visits
Outreach



Scheduled Library Visits
“Circuit”

SYSTEM

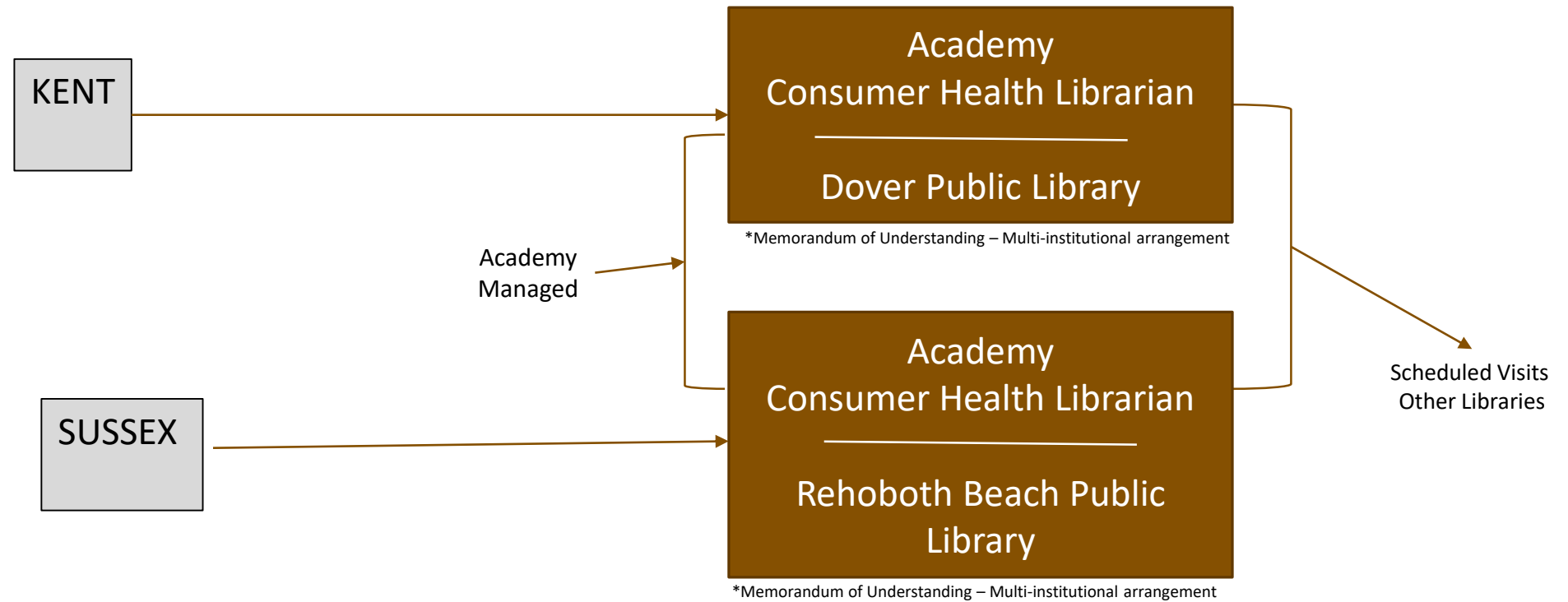
INDEPENDENT

Appoquinimink
Bear
Brandywine Hundred
Claymont
Elsmere
Hockessin
Kirkwood Highway
Newark
Woodlawn

Corbit-Calloway
Delaware City
New Castle
Wilmington (3)

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KENT AND SUSSEX COUNTY FRAMEWORKS



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EXAMPLES - OUTREACH ACTIVITIES

Senior Centers

Federally Qualified Health Centers (4)

Faith-based organizations

State Fair

Early Childhood Learning Centers

Health Education Network of Delaware

Mental Health Association in Delaware

Delaware Division of Public Health

A Consumer Health Information Collaborative - Budget

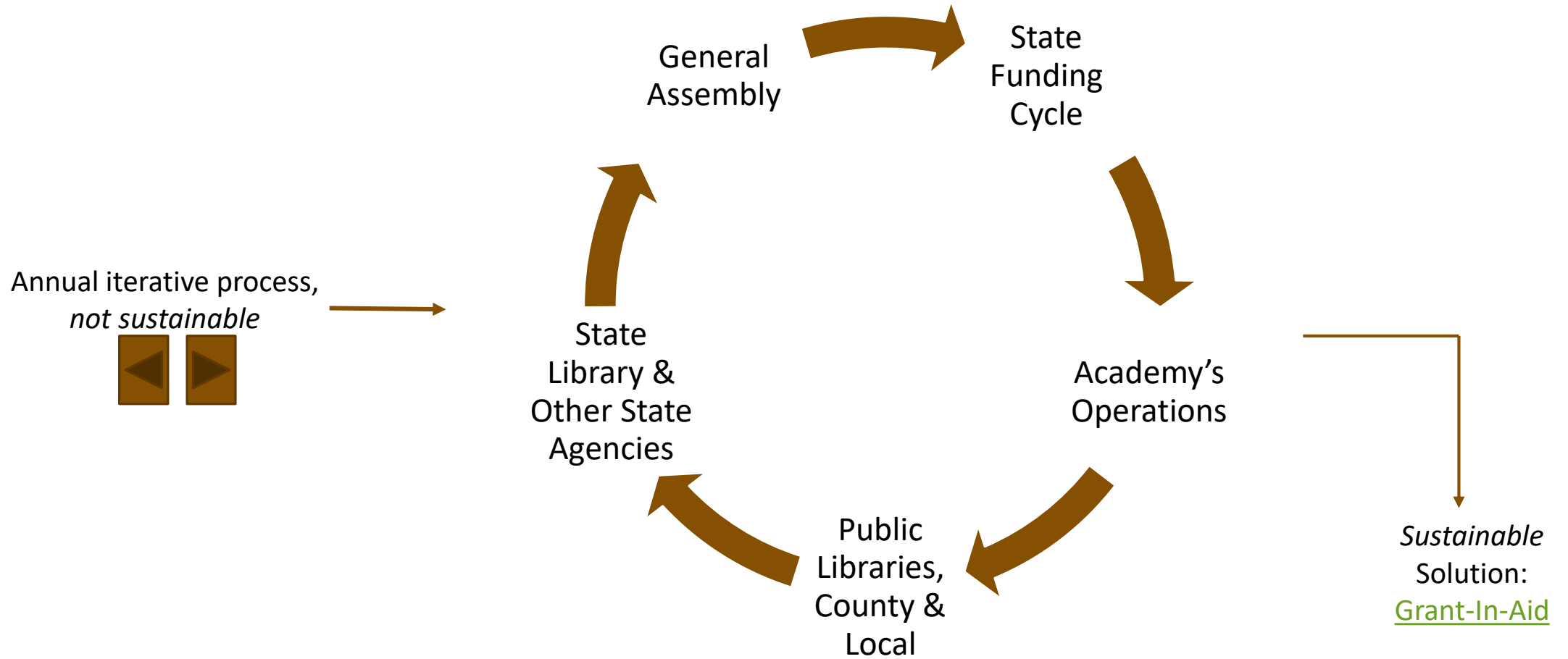
2007 FY Budget

**Health Fund Advisory Committee
State Fiscal Year 2007 Recommendations**

Existing Programs	Recommended Funding
1 Children & Families First - Resource Mothers' Program	\$250,000
2 Christiana Care - Lesser Known Illnesses	\$125,000
3 DE Academy of Medicine - Kent/Sussex Consumer Health Services	\$240,000

Note: Collaboration phased-out in 2009 due to fiscal constraints

A Consumer Health Information Collaborative – Recurring Timeline



A Consumer Health Information Collaborative – Research Study

OUTCOMES* (n = 16) Based on unannounced Reference Visits

TABLE 1 Resource Provision and MLIS Staff **

Library	First Resource Provided	Answered Query with Authoritative Information	MLIS Staff (n = 10)	Authoritative and MLIS Staff	Nonauthoritative and MLIS Staff
1	N-F print: Bruni, M. (1998) <i>Topics in Down Syndrome</i>	No	Yes		Yes
2	N-F print: Kirby, D. (2005) <i>Evidence of Harm</i>	No	Yes		Yes
3	N-F print: Kirby, D. (2005) <i>Evidence of Harm</i>	No	Yes		Yes
4	N-F print: Bock, K. (2007) <i>Healing the New Childhood Epidemics</i>	No	No		
5	N-F print: Offit, P. (2011) <i>Vaccines and Your Child</i>	Yes	No		
6	N-F print: Offit, P. (2011) <i>Vaccines and Your Child</i>	Yes	No		
7	Online resource: MedlinePlus	Yes	Yes	Yes	
8	Online resource: MedlinePlus	Yes	Yes	Yes	
9	Online resource: MedlinePlus	Yes	No		
10	Online resource: MedlinePlus	Yes	Yes	Yes	
11	Online resource: MedlinePlus	Yes	Yes	Yes	
12	Online resource: CDC	Yes	Yes	Yes	
13	Online resource: CDC	Yes	Yes	Yes	
14	Online resource: CDC	Yes	Yes	Yes	
15	Google	No	No		
		Yes = 10 No = 5	Yes = 10 No = 5	Yes = 7	Yes = 3

N-F = nonfiction; MLIS = Master's in library and information science.

SOURCE: Mary Grace Flaherty & Persko L. Grier Jr. (2014) Statewide Initiative to Embed Consumer Health Librarians in Public Libraries: A Case Study, *Public Library Quarterly*, 33:4, 296-303

A Consumer Health Information Collaborative – Research Study

RESULTS

- Authoritative health information was disseminated in 66% of the 15 visits
- Having an MLS librarian on staff did not always guarantee correlation with disseminating authoritative health information

LIMITATIONS

- No baseline data or pretest comparisons were available, thus no idea of the effect of medical librarians on public library staff
- Sample size (n=16) is relatively small, even though that's close to half of all Delaware libraries, to make definitive generalizations

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Thank you,

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Delaware case study research results:

Mary Grace Flaherty & Persko L. Grier Jr. (2014) Statewide Initiative to Embed Consumer Health Librarians in Public Libraries: A Case Study, *Public Library Quarterly*, 33:4, 296-303, DOI: [10.1080/01616846.2014.970109](https://doi.org/10.1080/01616846.2014.970109)

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