The Delaware Experiment
A Consumer Health Information Collaborative

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

- County Commissioners
- "Academy of Medicine"
- State Librarian
- Public Library Directors
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NEW CASTLE COUNTY FRAMEWORK

System

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

Librarian Functions

Institutional Arrangement

Scheduled Library Visits
“Circuit”

Appoquinimink
Bear
Brandywine Hundred
Claymont
Elsmere
Hockessin
Kirkwood Highway
Newark
Woodlawn

INDEPENDENT

Corbit-Calloway
Delaware City
New Castle
Wilmington (3)

*Memorandum of Understanding – Multi-institutional arrangement
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KENT AND SUSSEX COUNTY FRAMEWORKS

KENT

Academy
Consumer Health Librarian
Dover Public Library

*S Memorandum of Understanding – Multi-institutional arrangement

SUSSEX

Academy
Consumer Health Librarian
Rehoboth Beach Public Library

*S Memorandum of Understanding – Multi-institutional arrangement

Scheduled Visits
Other Libraries
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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
## Health Fund Advisory Committee
### State Fiscal Year 2007 Recommendations

<table>
<thead>
<tr>
<th>Existing Programs</th>
<th>Recommended Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Children &amp; Families First - Resource Mothers' Program</td>
<td>$250,000</td>
</tr>
<tr>
<td>2. Christiana Care - Lesser Known Illnesses</td>
<td>$125,000</td>
</tr>
<tr>
<td>3. DE Academy of Medicine - Kent/Sussex Consumer Health Services</td>
<td>$240,000</td>
</tr>
</tbody>
</table>

**Note:** Collaboration phased-out in 2009 due to fiscal constraints
A Consumer Health Information Collaborative – Recurring Timeline

Annual iterative process, not sustainable

State Funding Cycle

General Assembly

State Library & Other State Agencies

Academy’s Operations

Public Libraries, County & Local

Grant-In-Aid

Sustainable Solution:
# A Consumer Health Information Collaborative – Research Study

**OUTCOMES* (n = 16)**

_Based on unannounced Reference Visits_

<p>| Table 1: Resource Provision and MLIS Staff ** |
|-------------------------------|------------------------|------------------------|------------------------|</p>
<table>
<thead>
<tr>
<th>Library</th>
<th>First Resource Provided</th>
<th>Answered Query with Authoritative Information</th>
<th>MLIS Staff (n = 10)</th>
<th>Authoritative and MLIS Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NF-pilot: Bruni, M. (1998)</td>
<td>Topics in Down Syndrome</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>NF-pilot: Offir, P. (2011)</td>
<td>Vaccines and Your Child</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>6</td>
<td>NF-pilot: Offir, P. (2011)</td>
<td>Vaccines and Your Child</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>7</td>
<td>Online resource: MedlinePlus</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>8</td>
<td>Online resource: MedlinePlus</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>Online resource: MedlinePlus</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>10</td>
<td>Online resource: MedlinePlus</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>11</td>
<td>Online resource: MedlinePlus</td>
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<td>Yes</td>
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<tr>
<td>12</td>
<td>Online resource: CDC</td>
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<td>Yes</td>
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<tr>
<td>13</td>
<td>Online resource: CDC</td>
<td>Yes</td>
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<tr>
<td>14</td>
<td>Online resource: CDC</td>
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<td>Yes</td>
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<tr>
<td>15</td>
<td>Google</td>
<td>Yes = 10</td>
<td>Yes = 10</td>
<td>Yes = 7</td>
</tr>
</tbody>
</table>

*Reference Desk Question: "I’d like to know do vaccines cause autism"**

**Research Protocol approved by Syracuse University IRB**

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*NF = nonfiction, MLIS = Master’s in library and information science*

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: