Beyond an Apple a Day:

Providing Consumer Health Information at Your Library

Consumer Health: Then and Now

◊ Googling for Diagnosis BMJ article:
http://www.bmj.com/content/early/2005/12/31/bmj.39003.640567.AE.full.pdf

◊ Pew Internet & American Life Project report: Online Health Search 2006:
http://www.pewinternet.org/Reports/2006/Finding-Answers-Online-in-Sickness-and-in-Health.aspx

◊ Pew Research Internet & Technology report: Health Online 2013
http://www.pewinternet.org/2013/01/15/health-online-2013/

Health Literacy

◊ Healthy People 2020: http://healthypeople.gov/2020/default.aspx

◊ Health.gov Health Literacy: https://health.gov/communication/

◊ MedlinePlus Easy-to-Read Pages:
https://www.nlm.nih.gov/medlineplus/all_easytoread.html

◊ MedlinePlus How to Write Easy-to-Read Health Materials:
https://www.nlm.nih.gov/medlineplus/etr.html

◊ Ask Me 3 Patient Education Program: http://www.npsf.org/askme3/

◊ World Education Health & Literacy Special Collection: http://healthliteracy.worlded.org/

◊ Institute of Medicine: Implications of Health Literacy for Public Health. National Academies Press, 2014. https://www.nap.edu/read/18756/chapter/1

The Reference Interview for Health Information

◊ MLA Code of Ethics for Health Science Librarianship:
http://www.mlanet.org/p/cm/ld/fid=160

◊ MedlinePlus Evaluating Internet Health Information:
https://www.nlm.nih.gov/medlineplus/webeval/webeval.html

◊ MedlinePlus Evaluating Health Information health topic:
https://www.nlm.nih.gov/medlineplus/evaluatinghealthinformation.html

◊ Health on the Net Foundation (HON Codes): http://www.hon.ch/HONcode/Conduct.html

Planning the Service – Know the Community

◊ Michigan Department of Health & Human Services: https://www.michigan.gov/mdhhs/
◊ Healthcare Costs & Utilization Project: https://hcupnet.ahrq.gov/#setup
◊ Leap Frog Group: http://www.leapfroggroup.org/
◊ HealthGrades: http://www.healthgrades.com/
◊ Joint Commission: http://qualitycheck.org/consumer/searchQCR.aspx
◊ Hospital Compare: http://www.hospitalcompare.hhs.gov/
◊ CDC Fastats: http://www.cdc.gov/nchs/fastats/state-and-territorial-data.htm
◊ Kaiser State Health Facts: http://www.statehealthfacts.org/
◊ Census Bureau: https://census.gov
◊ NN/LM: https://nnlm.gov

Consumer Health Information Resources on the Internet

◊ MedlinePlus: https://medlineplus.gov
◊ CAPHIS top websites: https://www.mlanet.org/page/top-health-websites
◊ Clinical Trials: https://clinicaltrials.gov
◊ NCCIH: National Center for Complementary and Integrative Health: https://nccih.nih.gov/
◊ National Library of Medicine: https://nlm.nih.gov
◊ American Heart Association: http://www.americanheart.org
◊ Cancer.gov: https://cancer.gov
◊ Drug Information Portal: https://druginfo.nlm.nih.gov/drugportal/drugportal.jsp
◊ DailyMed: https://www.dailymed.nlm.nih.gov/
◊ Dietary Supplements Labels Database: https://www.dsld.nlm.nih.gov/dsld/
◊ Drugs.com: http://www.drugs.com

Further Information

◊ NNLM National Evaluation Office: https://nnlm.gov/neo
◊ Guides for Developing a Community-Based Health Information Program: https://nnlm.gov/neo/professional-development/guides
◊ The Challenge of Providing Consumer Health Information Services in Public Libraries: http://ehrweb.aaas.org/PDF/ChallengePubLibraries.pdf
◊ Papadakos et al: What criteria do consumer health librarians use to develop library collections? https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3988777/
◊ Doody Enterprises (Review Services, Core Title List) *Available by subscription*
◊ *through MCLS* http://corp.doody.com/

Health-Related Video Vendors

◊ Channing-Bete Company
http://www.channing-bete.com/
◊ Films Media Group
http://www.films.com/
◊ The Wellness Network
https://www.thewellnessnetwork.net/
◊ Krames Patient Education
https://kramesstore.com
◊ Healthy Roads Media (online videos and pamphlets)
http://www.healthyroadsmedia.org

Databases

1) **AltHealthWatch® Now Available in MeL**

https://mel.org/az.php (Ebsco) or
https://widgets.ebscohost.com/prod/customerspecific/mel/auth.php?database=ebsco-awh

This database focuses on the many perspectives of complementary, holistic and integrated approaches to health care and wellness. It offers libraries an immediate resource of full text articles, from 140 international, and often peer-reviewed, reports, proceedings and association & consumer newsletters. In addition, there are hundreds of pamphlets, booklets, special reports, original research and book excerpts. Some resources are full-text.

2) **Consumer Health Complete Now Available in MeL**

https://mel.org/az.php   or
https://widgets.ebscohost.com/prod/customerspecific/mel/auth.php?database=ebscoprofile-chc

Supports the health and wellness information needs of patients. Covers mainstream medicine as well as complementary and holistic medicine.
Also available in Arabic and Spanish

3) **Health Source®: Consumer Edition Now Available in MeL**

https://mel.org/az.php
This resource provides access to nearly 300 full text, consumer health periodicals. This database also includes searchable full text for more than 1,000 health-related pamphlets and more than 140 health reference books, including books published by the People's Medical Society. Additionally, Health Source: Consumer Edition contains 7,000 Clinical Reference Systems reports (in English and Spanish); Clinical Pharmacology, which provides access to 1,100 drug monograph entries and 2,700 patient education fact sheets; and Stedman's Medical Dictionary. This full text database covers topics such as AIDS, cancer, diabetes, drugs & alcohol, aging, fitness, nutrition & dietetics, children's health, women's health, etc.
Nursing/Academic version also available

4) Health & Wellness Resource Center

www.gale.com (Gale) – by subscription
This resource answers the need for a fully integrated, ever-growing electronic resource center for all levels of health research. Rely on the Health & Wellness Resource Center for instant access to carefully compiled medical reference and periodical materials that your users can trust.

5) Health & Wellness Resource Center - Alternative Health Module

www.gale.com (Gale) – by subscription
Available 24 hours a day via the Internet, Health & Wellness Resource Center's Alternate Health Module provides a one stop, full-service resource for alternative and complementary therapies. It provides a rich collection of books, journals, magazines and pamphlets for consumers and health care professionals.

6) Health Reference Center – Academic

www.gale.com (Gale) – by subscription
How can you easily provide current, reliable health information for your patrons, including your nursing and allied health students? Give them access to Health Reference Center -- Academic on InfoTrac® Web. This multi-source database provides access to the full text of nursing and allied health journals, plus the wide variety of personal health information sources in InfoTrac's award-winning Health Reference Center™ plus 40 full text nursing and allied health journals.

7) Well-Connected

www.well-connected.com (A.D.A.M, Inc) – by subscription
WELL-CONNECTED is a library of about 100 reports on common diseases and wellness issues. Each report is an in-depth discussion of the latest information on treatments, risk factors, causes, diagnostic tests, and preventative measures. All reports are written by experienced medical writers and reviewed for accuracy and relevancy by a board of physicians at Harvard Medical School and Massachusetts General Hospital.

8) Yoursurgery.com

www.yoursurgery.com – by subscription
YourSurgery.Com® provides easy to understand information for common and specific surgical procedures. YourSurgery.Com® organizes the information so that you and your family can understand each procedure and help you ask your physician questions. Below is a list of the topics explained for each procedure:

9) Rare Disease Database

www.rarediseases.org (National Organization for Rare Disorders) – some free content
A rare or "orphan" disease affects fewer than 200,000 people in the United States. There are more than 6,000 rare disorders that, taken together, affect approximately 25 million Americans. One in every 10 individuals in this country has received a diagnosis of a rare disease. Some have

familiar names (Lou Gehrig's Disease or ALS) and some have unusual names (Subacute Sclerosing Panencephalitis). This database contains reports for thousands of rare diseases and includes a general discussion of each disease as well as symptoms, affected populations, standard and investigational therapies and associations or organizations to contact for additional information. Some information is free on the site.

10) Stat!Ref

www.statref.com (Teton Data Systems) *Stat!Ref facilitates access to the full-text of your choices from a list of 300+ medical books. Subscriptions can be web-based, over the Internet or through Intranet access.*
Group Subscription available through MCLS/Michigan Health Sciences Libraries Association

11) Natural Medicines Comprehensive Database

www.naturaldatabase.com (Therapeutic Research Faculty) – by subscription
This database provides access to evidence-based information about herbals and other natural medicines. This is the most comprehensive, scientifically-based, and practical database on natural medicines available anywhere. A Patient Education version available.

Rise of the E-Patient

1) Healthline: http://www.healthline.com
2) Top Fifty Medical Wikis:
   http://hlwiki.slais.ubc.ca/index.php/Top_Fifty_(50)_Medical_Wikis_You_Might_(Want_to)_Know
3) Patients Like Me blog: http://blog.patientslikeme.com and site:
   http://www.patientslikeme.com
4) DailyStrength: http://www.dailystrength.org

Collaboration/Community Partnerships

1) TechSoup for Libraries: Effectively Collaborating with Other Libraries:
   http://www.techsoupforlibraries.org/cookbook-3/communication-and-partnerships/effectively-collaborating-with-other-libraries-and-partner
2) Guides for Developing a Community-Based Health Information Program:
   https://nnlm.gov/neo/professional-development/guides
3) NN/LM Funding: https://nnlm.gov/gmr/funding and past projects:
   https://nnlm.gov/gmr/guides/funded-projects

Marketing

(Please note: Some of these sites are older, but contain archive of helpful marketing information)

1) University of Illinois Marketing: http://southernlibrarianship.icaap.org/content/v05n02/kumbar_r01.htm

2) Articles:

   Brawn, Tammy S. Consumer Health Libraries: What Do Patrons Really Want? Journal of the Medical Library Association, 2005 October; 93(4): 495-496. http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1250326/pdf/i0025-7338-093-04-0495.pdf

   Dowd, Nancy. "The Results are In and They Aren't Good: Library Marketing." Library Journal February 5, 2013. http://lj.libraryjournal.com/2013/02/marketing/the-results-are-in-and-they-arent-good-library-marketing/

   Dowd, Nancy. "The LibraryAware Community Survey: Marketing Our Libraries." Library Journal, March 7, 2013. h

   Shamel, Cynthia L. "Building a Brand: Got a Librarian?" Searcher v10 n7 Jul/Aug 2002 p60-71. http://www.infotoday.com/searcher/jul02/shamel.htm

3) HealthFinder.gov National Health Observances: https://www.healthfinder.gov/nho/
4) Marketing Treasures Archive: http://www.chrisolson.com/marketingtreasures/mtcurrent.html
5) ALA's Campaign for America's Libraries: http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary
6) American Library Association (ACRL) Strategic Marketing for Academic and Research Libraries: http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/marketing/ParticipantManual.pdf
7) Info Today Marketing Newsletter: http://www.infotoday.com/mls/mls.htm
8) American Marketing Association (subscription): http://www.marketingpower.com
9) Know This: Principles of Marketing (tutorials): http://www.knowthis.com/principles-of-marketing-tutorials