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Message from the Chair

Erica Lake, MLS, Chair, CAPHIS 2018-2019
Associate Director, Hope Fox Eccles Health Library
Associate Librarian, Spencer S. Eccles Health Sciences Library
University of Utah



Happy December!

This month, I'll be wrapping up a couple of long-term projects while also onboarding a new faculty member in a new role. Endings and beginnings. 2018 comes to a close, and a fresh year begins.

What's in store for CAPHIS in 2019?

- Several submissions were received for the *CAPHIS Professional Development* and the *Consumer Health Librarian of the Year* awards, so you can look forward to those announcements in January and March respectively.
- Judy Stribling coordinated a team of CAPHIS members to submit a terrific Immersion Session proposal on health literacy for the upcoming MLA annual meeting. If accepted, CAPHIS will sponsor the session, providing advertising and financial support. Keep your fingers crossed!
- In November, Immediate Past Chair Robin O'Hanlon had the brilliant idea to create a CAPHIS Goodreads group. It includes all recommended book titles from the *Consumer Connections* newsletter from the past five years, and can be used to guide consumer health and public librarians in their purchasing and weeding decisions. All section members are invited to join and promote the group. You'll find a link to it on the MLAnet public

(Message from the Chair Continued)

librarians in their purchasing and weeding decisions. All section members are invited to join and promote the group. You'll find a link to it on the MLAnet public CAPHIS landing page, and at [Consumer and Patient Health Information Titles - Goodreads Groups](#).

- We're also heading into the New Year with a revised [CAPHIS' Most Trusted Health Websites](#) list on the public CAPHIS landing page. Many thanks to everyone who worked on this. The CAPHIS Executive Committee will continue to advocate for the list to be available on the MLAnet public *For Health Consumers and Patients* webpage. (<https://www.mlanet.org/p/cm/ld/fid=398>), as we believe CAPHIS needs to have a presence here. Our work now is to explore evidence on how patients and consumers search for health information online in order to determine how best to structure this webpage. If you know of studies or have thoughts on this, please email them to me.

So, lots of good stuff in the months ahead!

I look forward to seeing you all at our Business Meeting Tuesday, May 7th in Chicago, where we'll welcome Mina Ghajar as our new chair.

Erica

Announcements

Member Publications, Presentations, and Conferences of Interest Attended

Published an article or book

Lake, E. (2018). The librarian's role in digital health technology curation and promotion for a health care organization. *Journal of Electronic Resources in Medical Libraries*. DOI: 10.1080/15424065.2018.1486261.

Lake E, Bramble JCT, Greenberg H, Shipman JP, Marcus RL, Wasden CL, Jones KB,. Book Chapter, *It takes a village: Operating an app bar within a hospital*. In: Shipman JP, Tooey MJ, editors (2018). *Strategic collaborations in health sciences libraries*. Elsevier, Inc.

Presented a paper

Cutilli C, Lake E, Witman L. Multi-Disciplinary Teams Strengthen Health Literacy Research and Practice, At the Bedside and Beyond. Health Literacy Research Conference, Bethesda, MD, October 23, 2018.

Attended a meeting

Erica Lake attended the 10th Annual Health Literacy Research Conference. Bethesda, MD. October 22-23, 2018.

Part of the purpose of CAPHIS is to network. Since we're all spread far and wide across the country (and probably beyond!), the Consumer Connections newsletter is our way of networking and sharing between annual conferences. Please send anything, which may be of interest to the members of CAPHIS, to the Consumer Connections editor. See issue deadlines listed at the end of the newsletter.

Original Articles

The first article here is another to emerge from the Public Librarians Symposium at MLA '18. It is a short article describing a poster presentation.

Librarians as Health Advocates in Health Fairs

Fatima Barnes, Library Director; Jahala Simuel, Medical Librarian; Cynthia Livingston, Department of Community Relations Director; and Antoine Williams, Marketing Director of Faculty Practice Plan, Howard University, Washington, DC.

Achieving health equity and eliminating health disparities through an interdisciplinary process is one of the main goals of Healthy People 2020. Hospital and campus health fairs are convenient avenues for students and health professionals to promote health education and screening within neighboring communities. The mission of our college is to serve underserved communities and address social determinants of health. Additionally, health fairs provide health science students the opportunity to practice health promotion. By serving as members of a team, they engage and enrich their experience through inter-professional collaboration.



Dr. Fatima Barnes, Jahala Simuel, Antoine Williams and Cynthia Livingston

The library supports campus health fairs as they foster relations with diverse communities. As a member of the National Network of the Library of Medicine, our library is a resource for both students and faculty representing the medical, dental, pharmacy, nursing, and allied health science colleges. It also functions as a health information resource for patients, healthcare providers and researchers. Further, the library resources are also promoted at the Hospital Café for two hours, once a month to health professionals.

Health screening is a good health preventative tool, especially when at-risk consenting participants allow for follow-up evaluations. The Department of Community Relations at our University hospital organizes 35 – 40 health fairs each year. Different and specific screenings are held in our

neighboring public city's Housing Authority, Convention Center, churches, schools, and on campus. Screenings for blood pressure, dental health, diabetes, eye diseases, mental health, and prostate cancer are performed by students, under the supervision of healthcare professionals. Referrals to specialty clinicians are made after each fair to individuals whose health is at risk and have also agreed to be contacted. In the past year, the Health Sciences library partnered with the health fair coordinator who is also the director of the department of Community Relations. Jointly, they promoted and distributed health information pamphlets during health fair screening.



Bethany Anderson (HU Hospital Injury Prevention Coordinator) explaining the services available at Howard University Hospital

What currently determines the success of health fairs are the number of people screened and those who turned up after they were notified of the health risks based on the screening results. Understandably, community health program leaders need to develop better measures to assess the success and efficacy of projects that address the social determinants of health. To better assess the outcomes of our University health fairs, the library is in the process of assisting in developing a server-based database to centralize data collection for health fairs. Once the IRB is processed and approved, de-identified data will be collected on handheld devices (iPads or touch screen computers) to expedite data collection and analysis. The goal is to measure the statistical significance impact of our health fairs on public health outcomes in the disparaged communities.

Empowering our Patients with Active Voice

Ruti Volk, Lead, Patient Education and Health Literacy Program, Michigan Medicine, University of Michigan Health System.

Plain language guidelines specify using the active voice and avoiding the passive voice as much as possible. In active voice sentences the focus is on the person doing the action, for example: "*After your surgery **you will follow** a special diet*". In passive voice sentences the focus is on the action being done to a person: for example: "*After your surgery **you will be placed** on a special diet*". When writing patient education materials active voice is preferred because it's simple, direct and flows logically. The direct flow makes active voice sentences easier to understand.

Clinicians have a tendency to write in passive voice because it's very common in the professional peer-reviewed literature, but passive voice is not suitable when writing for patients. Passive voice sentences utilize more words and are always longer than active voice sentences. The passive voice can also disguise who is doing the action and this may cause confusion and misunderstanding.

One of our goals as healthcare providers is to help patients take an active role in managing their care, therefore it's imperative that we use the active voice and not the passive voice when addressing our patients. Research has shown that word selection has a strong impact on behavior. This concept is called "**semantic framing**". In a paper published in the Journal of Consumer Research and discussed in the Hidden Brain podcast on NPR in 2015, researchers describe a study investigating the influence of self-talk on making healthy food choices. The results demonstrate that participants who used the words **I don't** (i.e. "I don't eat chocolate") were almost twice as likely to resist bad food choices as participants who used the words **I can't**. (i.e. "I can't eat chocolate"). This is because the words "I can't" are disempowering: they imply someone else is in control, but the words "I don't" are empowering, they imply the subject is in control of their own action.

As you are proofing your final draft take a moment to look for passive voice sentences to see if they can be converted to active voice. This will help not only to make your material more easy-to-read, it will also reduce the number of words and empower your reader to follow instructions and comply with treatment.

References:

Patrick, Vanessa M., and Henrik Hagtvædt. "‘I Don’t’ versus ‘I Can’t’: When Empowered Refusal Motivates Goal-Directed Behavior." *Journal of Consumer Research*, vol. 39, no. 2, 2012, pp. 371–381. JSTOR, www.jstor.org/stable/10.1086/663212.

Vedantam, S. "How to Survive (and maybe even enjoy) Thanksgiving Dinner". Hidden Brain Podcast, National Public Radio. 24 Nov. 2015. Accessed 14 Nov. 2018.
<https://www.npr.org/2015/11/24/456824538/how-to-survive-and-maybe-even-enjoy-thanksgiving-dinner>

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Book Reviews

Shrager, Lynda G. **Age in Place: A Guide to Modifying, Organizing, and Decluttering Mom and Dad's Home**. Bull Publishing Company, 2018. 216 p. ISBN 978-1945188183. \$15.36.

Age in Place offers readers clear and practical solutions to making seniors' homes safer and more manageable. Author Lynda Shrager is a registered, national board certified occupational therapist and a Certified Aging in Place Specialist with more than thirty-seven years' experience in the field of geriatrics. She works directly in the homes of seniors - with their family members and caregivers -

Publication Information

Statement

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Please contact the editor for information on submitting items for publication.

so she truly understands the concerns and challenges involved in the aging process. This step-by-step guide offers checklists to evaluate the safety and organization of every room in the house, as well as the garage and yard. Shrager offers creative yet doable modifications, and includes helpful photographs as well as links for equipment and resources. She shares some general tips as well, such as the benefits of slow cookers and how to shovel snow properly (humorously including the tip, "Move to Florida."). I found it puzzling that the house pictured on the book's cover does not reflect any of the author's recommendations (overgrown shrubs, no large house numbers, no clear path to the front door) – perhaps it's the "before" picture? All in all, this is an easy, must-read for anyone helping their parents (or themselves!) navigate aging in place safely and comfortably. Highly recommended for consumer health and public library collections.

Reviewed by Erica Lake, MLS, Spencer S. Eccles Health Sciences Library, University of Utah, Salt Lake City, UT

Call for Submissions

Do you have an interesting consumer health initiative or project taking place at your Library? Have you been spearheading innovative work with consumer health librarianship and want to let the world know? We want to hear from you! Consider submitting a brief article (200-400 words) to *Consumer Connections*!

Consumer Connections Newsletter considers for review books of interest to librarians, patients, caregivers, and the general public. This column will concentrate on reviews of recently published books about consumer healthcare information available in print and/or electronic formats. General interest titles related to healthcare and medicine may also be considered. It is the purpose of each review to provide a detailed description and critical evaluation of the work. Recommendations for purchase are also included. Book reviews should be 200-400 words. Reviews reflect the opinions of the reviewer, not of the *Consumer Connections Newsletter* Editors.

Persons interested in becoming a book reviewer or suggesting titles for review in the *Consumer Connections Newsletter* should contact the Book Review Editor: Claire Joseph Claire.Joseph@snch.org.

Deadlines for all submissions are March 1, June 1, September 1, and December 1 for publication on the 15th of those months.
