

Consumer Connections

April 2017

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A Message from the CAPHIS Chair



Hello CAPHIS Members and readers!

It is so nice to see the tail end of winter. We are now on the count-down to another great MLA meeting and I hope to see many of you in Seattle. Our annual business meeting is on Monday May 29, at 3:30 PM and I look forward to passing leadership of CAPHIS over to our current Chair-Elect Robin O'Hanlon and our incoming Chair-Elect Erica Lake!

CAPHIS is a wonderful organization that provides many opportunities for participating in the MLA community. Please consider sharing your time and energy with the organization to continue our critical consumer health mission. Now more than ever consumers need help and assistance with healthcare information.

We continue our efforts to raise the necessary \$25,000 to endow the Consumer Health Librarian of the Year Award. Please consider donating toward the award at MLA's scholarship booth this year. I am confident we will soon meet our goal and a future CAPHIS Chair will have the delightful opportunity of informing a dedicated consumer health librarian he or she has received the first fully endowed Consumer Health Librarian of the Year Award.

See you in Seattle!



Submitted by Judy C. Stribling, MLS, Chair, CAPHIS 2016-2017

Announcements

Consumer Health Librarian of the Year Award: We Need You!

In May 2016, the MLA Board of Directors approved the elevation of the Consumer Health Librarian of the Year Award from a CAPHIS section level award to an MLA national levy award.

What is the Consumer Health Librarian of the Year Award?

Consumer health librarians focus on the continuum of health information services that benefit patients, caregivers, and individuals interested in optimal health and health care for themselves and their families.

Did you see Francisco Javier Fajardo & Hector Perez-Gilbe's [MLA News article](#) on providing outreach and consumer health resources to the South Florida transgender community? How about Christine Willis' work to build a [trustworthy resources class](#) for patients with Multiple Sclerosis? Consumer health librarians do important, impactful, and challenging work in their communities and their services are needed now more than ever. The Consumer Health Librarian of the Year Award recognizes those who demonstrate excellence in consumer health information services, promote innovation and collaboration, and provide examples to follow for other consumer health librarians. The award recipient receives a certificate at the MLA Annual Meeting Awards Ceremony and a \$1000.00 cash award after the annual meeting.

We need your help!

As of April 2017, the funding for the Consumer Health Librarian of Year award has not been fully endowed. We're getting there (\$12,000 has been raised!) but we need your help to ensure that we meet the minimum endowment of \$25,000. Help us start formally recognizing and rewarding the consumer health librarians who demonstrate excellence in their field!

What can you do?

If you are headed to MLA'17, donations for the award will be accepted at the Scholarship Booth, in the registration area. Additionally, there will be a large thermometer tracking the donations during the meeting. Help us reach our goal, even small donations help!

If you are not going to MLA, you can [donate now](#) from the comfort of your own home! Your donations are deductible for federal income taxes to the extent allowed by Internal Revenue Service regulations. You can also add a small donation while you are renewing your MLA membership.

CAPHIS wishes to thank the individual donors and MLA sections (Collection Development Section, Veterinary Medical Libraries Section) who have made major strides in funding the award.

For more information, please contact either Catherine R. Hogan Smith, AHIP, or Meredith I. Solomon, AHIP. Thank you for considering the importance of acknowledging the work of consumer health librarians!

Catch CAPHIS at MLA!

Headed to MLA'17 next month? In between drinking delicious [Seattle Coffee on Capitol Hill](#), eating delicious [Vietnamese food in the International District](#), and [hanging out with the Fremont troll](#), be sure to catch some CAPHIS activities!

If you want to get more involved with CAPHIS or have a CAPHIS topic you want to discuss, please join us for the annual CAPHIS Business Meeting.

CAPHIS Business Meeting

Date: Monday, May 29, 2017

Time: 3:30-4:55pm

Location: Washington State Convention Center, Room 301

Light refreshments will be served. See you there!

CAPHIS Executive Committee Meeting

Date: Sunday, May 28, 2017

Time: 2:00-3:00pm

Location: Washington State Convention Center, Room 211

CAPHIS is also co-sponsoring an exciting **Special Content Session, *Call to Action for Diversity and Inclusion: Perspectives for Our Patrons and Our Profession***.

Date: Sunday, May 28, 2017

Time: 3:00 PM - 4:25 PM

Location: Washington State Convention Center, Room 211

Program Description:

We are in a time of movement making, where matters of diversity and inclusion are brought to the forefront of our conversations. Our profession is broadly impacted by current events as we seek to move toward a more equitable society for all. This session covers a wide range of topics related to the unique cultural, gender, and socioeconomic perspectives of the people in our profession and those that we serve. Areas include promoting inclusivity in outreach by identifying unconscious bias, building a diverse profession, providing access to health information for specific populations, being inclusive in our service models, and recognizing developments in biomedical research related to sex and gender specific analysis and health outcomes.

Members from within our profession and others serve as panelists, and they will give short presentations on their areas of interest. Though the presentation topics are diverse, panelists will reflect upon the role each of us play in striving for equality and justice in our world. Following the presentations there will be an interactive discussion with attendees to further discuss issues of diversity and inclusion. The session will conclude with a final perspective drawing together the areas discussed and giving ideas for providing leadership, supporting services, and building relationships that are respectful and thoughtful of our diverse world.

Panelists:

- Megan Threats, UNC Chapel Hill
- Amy Gilgan, University of San Francisco
- James Anderson, Evergreen Treatment Services
- Annabelle Nuñez, University of Arizona Health Sciences Library
- Jerry Perry, University of Arizona Health Sciences Library
- Michele Tennant/Hannah Norton, University of Florida

Facilitators:

- Carolyn Martin, NNLM Pacific Northwest Region
- Bredny Rodriguez, University of Las Vegas

Co-sponsors include:

- Latino SIG
- Public Health and Health Administration Section
- African American Medical Librarians Alliance SIG
- Health Disparities SIG
- LGBTQ Health Sciences Librarian SIG
- Leadership & Management Section

CAPHIS ePoster

Be sure to also check out the **CAPHIS ePoster** in the MLA'17 **ePoster gallery** (coming in May). Learn more about what CAPHIS does and how you can become involved!

Are you still looking for some a consumer health related continuing education opportunity at MLA'17? Check out [Complementary, Alternative, and Integrative Health for the Consumer: A Primer for Librarians](#).

Date: Saturday, May 27

Time: 8:00 AM - 12:00 PM

Location: Room: UW Health Sciences Library - Room B

Cost: \$345 (nonmember: \$615)

Attendance maximum: 15

Program Description: Complementary and alternative medicine (CAM) can range from quackery to proven therapies. This class follows the history of CAM to the current trend toward integrating complementary approaches with conventional medicine. Hands-on exercises and activities will provide attendees with critical evaluation skills and practical experience for finding evidence-based information in consumer and professional-level resources.

Instructor: Kelli Ham, Consumer Health Librarian, National Network of Libraries of Medicine, Pacific Southwest Region, UCLA Louise M. Darling Biomedical Library, Center for the Health Sciences, University of California–Los Angeles

Call for Submissions

If you're attending MLA, we want to hear from you! Consider writing a reflective piece on your experience on attending sessions, workshops, or meetings related to consumer health librarianship for *Consumer Connections*. Contact robin.ohanlon@mssm.edu for more information. We are looking for submissions for the July 2017 issue (deadline is June 30, 2017).

Articles

ParkRx: A Consumer-Health Librarian and the Walking Prescription

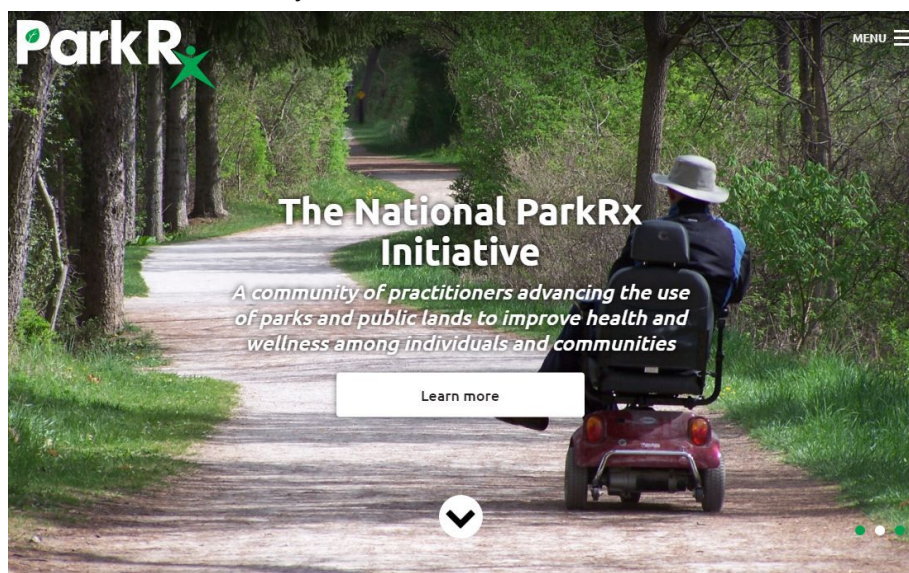
By Mary Ellen Nolan, MLS, AHIP/S, Consumer Health Librarian, New Hanover County Public Library



ParkRx is a national initiative to get the American public up, moving, walking, and using their parks for exercise, companionship and, now, consumer health information. The 2017 National Park Rx Day will be on April 23rd. It falls on the third Sunday of National Park Week; April 15th – 23rd.

The New Hanover County Public Library (NHC-PL) system is a four-system library in Southeastern North Carolina. It is the only public library in the state that has a dedicated consumer health library space within the Main Library, and a credentialed librarian, as well. The

consumer health library consists of a small, core collection of clinical titles.



Screenshot from the parkrx.org site.

As part of the county's five-year initiative to reduce crime, improve early education, and improve health outcomes, NHC has moved to adopt the National Park Initiative within the county. NHC has an extensive network of parks, walking-and-biking paths, and the NHC-PL works with other county agencies to embed the consumer-health librarian, quarterly, with a group of patrons meeting at the park, weather permitting, to explain the library's consumer health resources (i.e., MedlinePlus, for fee databases the NHC-PL subscribes to) in a question-and-answer session, then proceed to walk with the public in the park for approximately one hour. Other county agencies that participate are the Department of Health, an employee wellness program, and the Parks and Recreation department, and each walking event is publicized on the county's community blog and social media sites. The librarian brings only a few MedlinePlus bookmarks, since there will be outdoor exercising after the short presentation.

For those interested in joining the ParkRx initiative, there is a toolkit, webcasts, and other information on the ParkRx website, parkrx.org. With an aging population, and other problems like pre-diabetes, diabetes, and obesity among younger Americans on the rise, ParkRx will hopefully get more citizens moving, enjoying our local, state and national parks, and revitalizing themselves with nature.

A Consumer Health Workshop for Librarians

Submitted by Dana L. Ladd, Ph.D. and Emily J. Hurst MSLS, AHIP, Virginia Commonwealth University Libraries, Tompkins-McCaw Library for the Health Sciences

Patients and their family members often turn to public, hospital, and health sciences libraries for assistance in finding information about their medical conditions. Providing these patients with reliable information is important because studies show that patients use online information to make decisions about their health. Not only should patients be directed to credible health information sources, but those searching for information online should be taught how to evaluate critically online health sites.

Recognizing the importance of librarians having the essential skills to assist patients with consumer health information, librarians from VCU Libraries Tompkins-McCaw Library for the Health Sciences (TML) developed a series of classes aimed at public, hospital, and health sciences librarians. The National Network of Libraries of Medicine Southeastern/Atlantic Region awarded TML a Health Information Outreach Award which will be used to offer the class series in a free two-day workshop titled "Providing Consumer Health Information to Patrons: A Workshop for Librarians." Attendees will receive up to ten hours of continuing education credit from the Medical Library Association (MLA) which can be counted toward MLA's Consumer Health Information Specialization. In addition, mileage, parking, and one-night hotel accommodations will be provided to attendees.

The sessions will be led by two medical librarians experienced in the provision of consumer health information. Emily Hurst MSLS, AHIP, Head, Research and Education at TML will kick off the workshops by teaching a four-hour session about using health apps, entitled, "Take Two Apps and Call Me in the Morning." In this session attendees will learn to distinguish between health and wellness apps and medical apps. The class will also emphasize criteria for evaluating health and wellness apps and attendees will be provided with resources that will allow them to stay up to date on health apps for patients.

The following day, Dana Ladd Ph.D., Community Health Education Center (CHEC) librarian will offer attendees a full day workshop divided into sessions that focus on providing consumer health information to patients. The day will begin with a tour and overview of CHEC, a library for patients and their family members located in a large academic medical center. The tour will be followed by informative sessions covering topics such as: conducting the reference interview, the ethics of providing consumer health information, and evaluating consumer health websites. Attendees will also learn about CHEC's free online health resources, MedlinePlus, and special topics such as low-literacy and non-English language health resources. Hands-on and discussion activities are included in the sessions.

This workshop will not only provide librarians with the skills essential for assisting patients in finding health information but it will also offer a time for networking in order to promote collaboration among librarians. Area librarians will also be introduced to CHEC as a local resource to which they may turn for support or assistance in providing health information to patients. Learn more about the workshop and register here. Please register by Wednesday, April 2019 - <https://www.library.vcu.edu/about/events/2016-17/consumer-health-workshop.html>

Find the Perfect 'Fit' at Your Library

By Alison Griffith, MLIS, Consumer Health and Government Documents Information Resource Manager, St. Charles City-County Library District

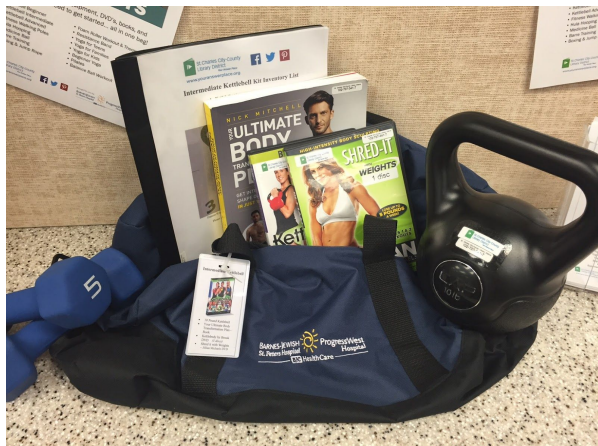
From high end fashion, cars, and even mattresses, “try before you buy” retail is definitely catching on, and the St. Charles City-County Library District in Missouri has jumped on the bandwagon! After launching successful cake pan and telescope collections in 2015, the Library ramped up realia with “Fitness Kits”. This collection was a natural extension of the Library’s already thriving Consumer Health partnership with two local BJC Hospitals, who sponsored 26 bags of exercise equipment and DVD’s. There are a wide variety of options, including 3 levels of Kettlebells, Hula-Hooping, Barre, and Nordic Walking.



At first we were worried about space to store the kits, but we soon learned that wouldn't be a problem. Within a month of the May launch, additional kits were added to meet reserve ratios. Even with very minimal marketing effort from May-December 2016, the kits circulated 351 times with 100 patrons on the waiting lists.

The Library had wonderful feedback from the community, including promotional support from the local Chamber of Commerce and the YMCA. We also received positive feedback from patrons, who submitted evaluations when returning the kits. One patron said: “I LOVED the Fitness Kit. Really goes above and beyond what I expected to be able to get through the Library in terms of Fitness and Health Resources.”

Riding the success of this core collection, the Library secured a second year sponsorship in 2017, which includes three more Fitness Kits as well as a Healthy Cooking collection (think: air fryers and food dehydrators). This expansion creates another fun dimension to the Library's Culinary Literacy and Health Programming. It also creates unique PR and co-branding opportunities with our partners, Barnes-Jewish St. Peter's and Progress West Hospitals. The Library is on track to have this Healthy Cooking Collection circulating by Fall 2017.



The St. Charles City-County Library District is “Your Space to Dream, Discover, Connect and Grow.” Over 2 million St. Charles County residents visit our [12 branch locations](#) each year. Every day the Library District is changing and evolving, offering new services and exciting programming for all ages, expanding the [eLibrary](#) collection, and enhancing our customer’s library experience. For the latest on what’s happening at the Library, visit our website [youranswerplace.org](#).

Contact Alison - agriffith@stchlibrary.org

Getting Started with a Consumer Health LibGuide

By Celine Soudant, Librarian I, Seymour J. Phillips Health Sciences Library
Mount Sinai Downtown



Providing patients with trustworthy online resources is crucial. In 2012, Chung et al. conducted a study on the accuracy of safe infant sleep recommendations found on Google. They observed that 28.1% of the sites provided inaccurate information. Librarians can help patients navigating online resources to find reliable and unbiased information, but patient libraries are not always

available. Therefore, physicians and nurses are often on the frontline for guiding patients to reliable sources. For that reason, we thought that having a consumer health information LibGuide on the Levy Library website might be handy for our health care providers.

Before drafting the LibGuide, I used the LibGuides tutorials available on SpringShare. More specifically, I watched the video “Getting to Know LibGuides” and used tips from their “Best Practices for Building Guides” section. The main challenge was to keep the LibGuide user friendly and to not overwhelm our audience with too much content. In the spring 2016, I took a class on Consumer Health Information and therefore had a large number of resources suitable for the guide. I tried to keep our guide concise; the aim was not to be exhaustive but rather to offer a brief LibGuide that our patrons could use to direct their patients to general accurate resources. I tried to keep our audience, busy health care providers, in mind when creating the guide. Widgets were inserted so they could search Medline Plus and Patients Info from UpToDate directly from our website. From the SpringShare tutorials, I was also reminded that more and more people are accessing content from their tablets or phones. The tutorials offered good information on layout, for instance, how to insert an image that will keep the same proportion when being viewed from a phone or a computer screen. The next step will be to maintain the guide accurate and test the links from time to time to make sure they are still working properly.

You can check out our LibGuide here - <http://libguides.mssm.edu/consumer-health-information>

References:

Chung, M., Oden, R. P., Joyner, B. L., Sims, A., & Moon, R. Y. (2012). Safe Infant Sleep Recommendations on the Internet: Let’s Google It. *The Journal of Pediatrics*, 161(6), 1080–1084.e1. <https://doi.org/10.1016/j.jpeds.2012.06.004>

Publication Information

Statement

Consumer Connections (ISSN 15357821) is the newsletter of the Consumer and Patient Information Section of the Medical Library Association. It is published on the CAPHIS section of the MLA website quarterly. CAPHIS is the largest section of the Medical Library Association.

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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 it? We want to hear from you!

Consider submitting a brief article (200-400 words) to Consumer Connections, the electronic newsletter of the Consumer Health and Patient Information Section (CAHIS) of the Medical Library Association! We are also seeking book reviews on consumer health topics. Writing for Consumer Connections is a great, low pressure way to get experience writing and publishing!

Include the following information: Author, title, name, name of publisher, publisher location, date of publication, price, number of pages, ISBN. Also include author information (i.e., name and position/organization, if applicable). All submissions submitted be as Microsoft Word documents. Images should be sent as JPGs. Please send submissions in electronic format to the editor:

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Book Review Disclaimer

Consumer Connections Newsletter considers for review books of interest to librarians, patients, caregivers, and the general public. This column will concentrate on reviews of recent books about consumer health care 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 Co-Editors: Kay Hogan Smith, Senior Research Librarian, UAB Lister Hill Library of the Health Sciences (khogan@uab.edu), or Mary Katherine Haver, Medical Librarian, Johns Hopkins All Children's Hospital Family Resource Center Library, St. Petersburg, FL (mhaver1@jhmi.edu).

Consumer Connection Submission Schedule 2017

Winter Issue Publication: January 17, 2017
Deadline: December 30, 2017

Spring Issue Publication: April 14, 2017
Deadline: March 31

Summer Issue Publication: July 14, 2017
Deadline: June 30, 2017

Fall Issue Publication: October 13, 2017
Deadline: September 29, 2017