



**Chapter Council Presents
Sharing Roundtables
MLA Annual Meeting
San Antonio, TX
Monday, May 16, 2005**

Table 5B: Consumer Health

Facilitator: Debra Warner

Recorder: Kelly Klinke

Additional Participants: Rhonda Allard, Lisa Huang, Sarah Murphy, Vicki Sanders

Discussion:

Definition of consumer health

There is not one definition. Consumer health information is provided to facilitate informed decisions for health. A good reference interview is important. It is important to find information at the patient's level and to be able to provide information at a lower reading level. Key to the proper provision of consumer health is that it is "more about access," or providing the appropriate information for the patron. Sometimes medical literature may be appropriate. Preventive health is also part of consumer health.

Advice solicited for collaborative efforts with public libraries

- Co-teach classes for the community with a public library librarian. This is helpful because attendees ask more questions of their local public librarian. This helps with "being immediate in responding to practical requests."
- Provide brochures and other marketing material about area CHI collections (e.g. community college CHI collection) to public library. Referrals are generated this way.
- OhioLink was started to "manage space issues" but it has evolved. In providing access to CHI to the public OhioLink created constituents and is in demand. It has changed the culture in the library: there is less duplication of materials between libraries and it changes the way libraries make purchasing decisions.
- Public librarians may assume that medical libraries have more to offer for CHI provision, but in reality this is often not the case. Time constraints stemming from the fact that CHI service provision is only a small part of what public librarians do is a challenge for public and medical librarians working together to provide CHI. Medical librarians might seek out public librarians to request their help with reference interviews because the public librarians receive CHI questions from the public.
- CHI librarians in medical settings can help public librarians with grants. Evaluations necessary for grants may appear imposing but medical librarians can help.

Grants and cultural issues

- NN/LM may offer “express forms” for grants. These will be shorter forms.
- Local area agency on aging is a good source for grants. \$30,000 is typical for a grant in which partnership with community organizations is created, for example partnering with a senior citizen center to educate seniors.
- Participant received grant for a marketing brochure, which is used to promote the library’s CHI services within the college of veterinary medicine at her university.
- Importance of grant preparation: Participant told of grant awarded for CHI provision to a Somali population in which case it was subsequently discovered that most of the target audience consisted of non-readers. Also cultural issues became apparent having to do with co-education.
- *Culture in Nursing* text recommended.
- Often there are cultural issues involved with patients’ comfort level about asking questions of their physicians.

Marketing idea exchange

- “Go to them, don’t wait for them to come to you” and take a mobile laptop.
- Promotoras, or community health workers who are lay people, are the basis for one participant’s program in which CHI service provision happens through partnering with community organizations. Our discussion participant provides coaching.
- Cultural aspect of marketing should be considered: gifts may be necessary.
- “Ready to go” packets available at point of service for common topics.
- Form available in every patient room so that the patients can mark their selected topics on the form.
- “Lotteria” bingo cards for senior citizens, with the library information in the middle square.
- Refrigerator magnets, bookmarks, brochures, pens, and the logo for the library on pharmacy bags.
- *Strategic Marketing for Non-profit Organizations* text recommended.
- Promotional materials are available from NLM at www.informationRX.org.
- A participant is using a family history initiative brochure published in her area to market CHI services.
- The group agreed that it is important to try many different strategies.

Serving the un-insured

A participant noted that it is important not to facilitate self-diagnosis. It is important to provide information which helps the patient to ask the right questions of his/her doctor. In the case of the promotoras and Spanish-speaking patrons, “22 out of 25 people who are provided consumer health information” then decide that they need to seek medical care because their condition may be more serious than they originally thought.

Role of religion in CHI, and parish nursing

- A participant noted that there has been a movement in the Catholic church toward helping people to be their own advocates. Another participant mentioned that religion impacts what CHI is appropriate for many Asian patrons.

- One participant noted that many churches are installing gyms and that this can be a marketing opportunity. She is working with faith communities and also the church media to help educate parishioners.
- Participant's hospital CHI library houses the parish nurse collection for the local parish nurse training program. She works with the parish nurse coordinator to market the library to the parish nurses.

CHI databases mentioned

- MEDLINEplus; “the doctors like Krames”; Ebsco.
- The value of the CAPHIS list of recommended Web sites because these are peer-reviewed.

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