

Beyond an Apple a Day: Providing Consumer Health Information at Your Library

Two-Part Webinar Series



National Network of Libraries of Medicine,
South Central Region and TSLAC

Part 1- April 15

- Evolution of Consumer Health and e-patients
- Role of the Librarian in Consumer Health
- Consumer Health and the Reference Interview
- Consumer Health Resources:
an Introduction to MedlinePlus.gov

Consumer Health – then and now...

- Before 1972, doctors told patients what they wanted patients to know, and what they wanted patients to do.

- 1972 – *AHA Patient Bill of Rights*
 - “The patient has the right and is encouraged to obtain from physicians and other direct caregivers relevant, current, and understandable information about his or her diagnosis, treatment, and prognosis.”

Realities of Health Care today

- ❑ Patients are now asked to make decisions about their own disease process.
- ❑ Most patients do not have the tools to make these kinds of decisions



What's an e-patient?

- "...individuals who are equipped, enabled, empowered and engaged in their health and health care decisions." [Ferguson]

- "... new breed of informed health consumers, using the Internet to gather information about a medical condition of particular interest to them." [Wikipedia]

Consumer Health on the Web

□ Pew Internet and American Life Project

- 61% of American adults look online for health information
- 80% of US Internet users have searched for information on at least one health topic
- 52% of searches on the Internet are on behalf of someone else
- 60% of e-patients say they (or someone they know) has been helped by following medical advice or health information from the Internet
- 66% started at a search engine for their most recent inquiry

Consumer Health on the Web

□ Pew Internet and American Life Project

■ **BUT ...**

Only one quarter of online health seekers said they always or usually check the source and date of health information online!

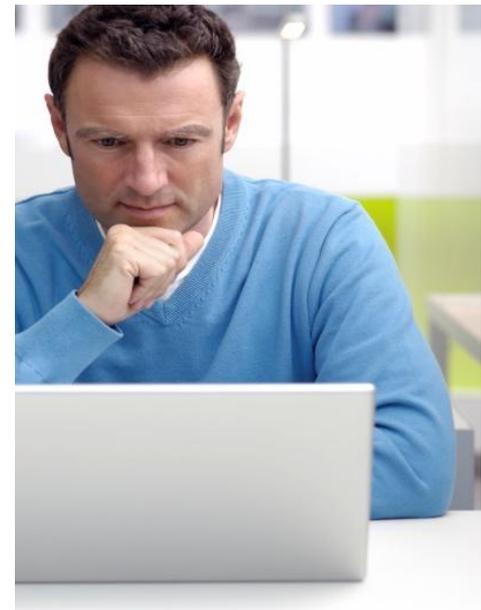
Role of the Librarian

- What is the role of the librarian in helping people find the information they need to make good decisions about their health?



Health Literacy

- “The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions” [*Healthy People 2010*]



Why is Health Literacy Important?

- ❑ To fill out a patient information form
- ❑ To understand health-related instructions
- ❑ To follow discharge instructions
- ❑ To identify signs
- ❑ To keep appointments
- ❑ To understand insurance
- ❑ To sign consent forms



Issues in Reference



The Reference Interview in the context of health information

- What are these patrons really looking for?
 - Sick lick vomiting
 - Cyclic vomiting
 - Dropped Bladder
 - Cystocele
 - Fireballs in the Eucharist
 - Fibroids in the uterus
 - Smiling Mighty Jesus
 - Spinal Meningitis

The Reference Interview

...in the context of health information

- ❑ Be empathetic
- ❑ Be an active listener
- ❑ Use open ended questions
- ❑ Respect privacy / confidentiality
- ❑ Be prepared for emotions
- ❑ Be aware of body language



The Reference Interview

- ❑ Language and cultural barriers pose special problems
- ❑ Know the limits of your collection
- ❑ Do not offer personal experiences
- ❑ Know where you can refer your patrons

- ❑ Others?

Consumer Health Resources

- An Introduction to MedlinePlus.gov
 - <http://www.medlineplus.gov>
 - Designed for patients and their families and friends
 - 900+ Health Topics: including Diseases, Illnesses, Health Conditions and Wellness Issues
 - Drugs and Supplements
 - Videos and Cool Tools
 - English, Spanish, and more!



Until next time...

- Exercises

- Questions

- Contact me:

- Cheryl Rowan, Consumer Health Coordinator
- NN/LM SCR <http://www.nlm.gov/scr/>
- cheryl.rowan@exch.library.tmc.edu



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Part 2 – April 22

- Recap from Part 1
- Ethical Guidelines for Consumer Health
- Consumer Health on the Internet
- Collection Development
- Beyond Your Library

Ethical & Legal Considerations



Have you ever been in her shoes?



“Whoa, that looks nasty.
Prepare the Reference Desk for surgery!”

From: *American Libraries*, October 2009, p. 80.

Ethical Guidelines

- Respect Privacy/Confidentiality
- Know the limits of your collection
- Do not interpret medical information
- Do not offer personal experiences
- Use a disclaimer or caution statement

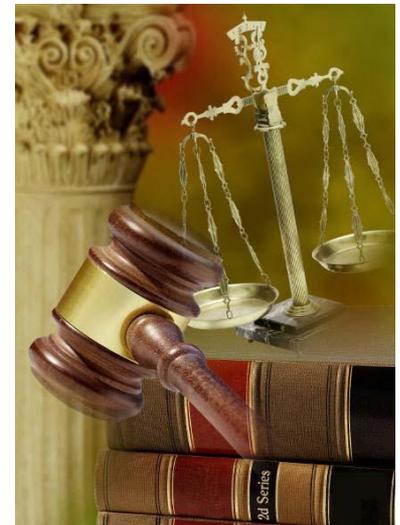


“The Consumer Health Reference Interview and Ethical Issues,”
NN/LM Consumer Health Manual

<http://nnlm.gov/outreach/consumer/ethics.html>

Disclaimers & caution statements

- Short example:
 - “Materials in the Resource Center represent the opinions of the authors and are intended as a complement, **not a substitute for the advice of your healthcare providers.**”



Disclaimers & Caution statements

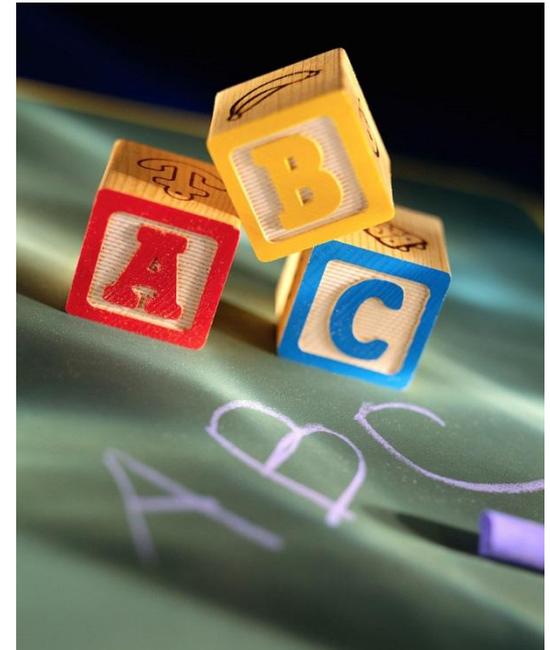
□ Long example:

- “Please note: This information is provided for educational purposes only and is provided with the understanding that it **not be interpreted as medical or professional advice**. All medical information should be carefully reviewed with your physician or health care provider. This service is not intended to be used as a tool for the diagnosis or treatment of health problems; nor is it intended to be a substitute for the advice of a qualified medical professional.”



Consumer Health on the Internet

- The ABC's of evaluation
 - Accuracy
 - Authority
 - Bias
 - Currency
 - Coverage
 - And, user friendliness



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Chronic Low-Back Pain

Includes a Time to Talk Tips, NCCAM Clinical Digest, and more.



Research Results ▶

Highlights of recently published studies funded by NCCAM.



Mindfulness May Be Helpful for People With Ulcerative Colitis (February 14, 2014)



Chelation Shows Benefit in Diabetic Patients After Heart Attack, But Findings Do Not Support Its Routine Use (November 19, 2013)



Experienced Practitioners Reap Genetic Changes After a Day of Mindfulness Meditation (November 15, 2013)



Spinal Manipulation's Effects May Go Beyond Those of

News ▶

- [Statistics on Complementary and Alternative Medicine National Health Interview Survey](#)
- [Blog Post: National Surveys on Complementary Health Approaches](#) (04/16/14)
- [Coenzyme Q10 \(CoQ10\): What You Need To Know](#)
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- [Acupuncture Research - Areas of High and Low Programmatic Priorities](#)
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Information available for 48,959 drugs.

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- ▶ Show top "By Name" searches (previous seven days).
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<http://druginfo.nlm.nih.gov/drugportal/>



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FDA Advisory Committee Recommends an HPV Test as a Primary Screen for Cervical Cancer

An FDA advisory panel has voted unanimously to recommend to the FDA that a human papilloma virus (HPV) test be approved for marketing in the U.S. as a primary screening tool for cervical cancer. Currently, only the Pap smear is used for primary testing and HPV tests are recommended only in conjunction with or as a follow up to Pap smears. If approved by the FDA, the HPV test might become an initial screening option for women. [Read more...](#)

Topics in the News

Blood Test for T-tau Shows Promise for Diagnosing, Managing Concussions

April 14, 2014

Researchers believe they have found a protein detectable in blood that could be used to help rapidly diagnose a concussion, leading to better management of those affected. While the biomarker, total tau or T-tau, needs to be evaluated in larger studies, it raises hope that health practitioners may in the future be able to use blood tests to manage head injuries and make return-to-play decisions for athletes following a concussion.

Blood Test Shows Very Preliminary Results in Predicting Alzheimer Disease

March 26, 2014

<http://www.labtestsonline.org>

Researchers have developed an experimental blood test that may be able to be used to predict whether someone will develop Alzheimer disease. Although currently there is no prevention or cure for the disease, the test could aid in the development of treatments and help identify people at risk so they could then plan for managing the disorder. However, some scientists caution that the results of the study must be replicated in other laboratories and that the researchers may be overly optimistic about the clinical benefit of the test at this time.

Use the search box and menus below to quickly navigate Lab Tests Online

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- List of all tests and synonyms
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- 17-Hydroxyprogesterone
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- A1c
- Absolute neutrophils

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- ACS
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Updated daily



Authoritative medical information on medicine, nursing, dentistry
From the National Library of Medicine



Access to help topics, drug information, news, PUBMED
From the National Library of Medicine



Alternative medicine database for consumer health researchers
You will get a list of databases, scroll down and click Natural & Alternative Treatments



Collection Development – Beyond the Internet

- Book lists on CAPHIS

- <http://caphis.mlanet.org/chis/collection.html>

- Journals, videos, and more

- MedlinePlus videos
- NIH MedlinePlus magazine
- NIH News in Health Newsletter
 - Free and not copyrighted!
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Beyond Your Library

- National Network of Libraries of Medicine
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 - <http://www.nlm.nih.gov>
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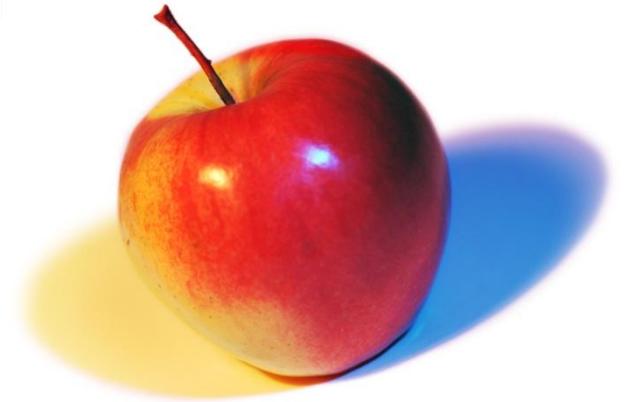


Questions?

Cheryl Rowan, MSLS
Consumer Health Coordinator
National Network of Libraries of Medicine,
South Central Region

<http://nnlm.gov/scr>

(800) 338-7657



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