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](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:
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Two-Part Webinar Series

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

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
MedlinePlus and More

http://medlineplus.gov
NIHSeniorHealth
Built with You in Mind

Health and wellness information for older adults from the National Institutes of Health.

Health Topics by First Letter
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Categories
- Bones and Joints
- Cancer
- Diseases and Conditions
- Healthy Aging
- Heart and Lungs
- Memory and Mental Health
- Treatments and Therapies
- Vision and Hearing
- All Topics A-Z

Featured Topic

http://nihseniorhealth.gov

Exercise Stories
People of all ages and physical conditions benefit from exercise and physical activity. These exercise stories feature older adults and the diverse activities they enjoy.

Health Videos
Many of our health topics feature short videos that complement the information in the topic. The health videos offer up-to-date medical information, tips for healthy living, and inspiring stories of older adults who are coping with diseases or conditions of aging.

Training Tools
Are you interested in helping older adults learn to search online health information on their own? Browse the Trainer’s Toolkit for more.

E-Mail Updates
Sign up here for free e-mail updates. Get information on new topics, videos, and more from NIHSeniorHealth.
Chronic Low-Back Pain

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

Research Results

- **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 Placebo** *(February 21, 2012)*

See all news items
Mobile Site

Information available for 48,959 drugs.

- By Name
- By Category

Show examples.

Show drug category descriptions.

Show top "By Name" searches (previous seven days).

Show top "By Category" searches (previous seven days).

Show top dispensed prescriptions in the US Market, 2010.

Show common drug names list.

Show category names list.

Show generic name stems list.

Show list of resources searched.

http://druginfo.nlm.nih.gov/drugportal/
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

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.
# Databases via TexShare

## Health & Medicine

Not sure where to start? Try MedlinePlus

**ALT HealthWatch**
- In-depth coverage of complementary and alternative medicine dating to 1990

**Health Reference Center**
- Articles on fitness, medicine, nutrition, diseases, public health, HMO's
  - Coverage: 1994 to the present

**Health Source: Consumer Edition**
- Information on many health topics including medicine, child care
  - Searchable full text for nearly 150 journals, updated daily

**Health Source: Nursing/Academic**
- Nearly 550 scholarly full text journals on many medical disciplines
  - Updated daily

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

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

**Natural & Alternative Treatments**
- 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

- Journals, videos, and more
  - MedlinePlus videos
  - NIH MedlinePlus magazine
  - NIH News in Health Newsletter
    - Free and not copyrighted!

Beyond Your Library

- National Network of Libraries of Medicine
  - http://www.nnlm.gov/
  - http://nnlm.gov/outreach/consumer/
- National Library of Medicine
- Medical Library Association
  - http://www.mlanet.org/for-health-consumers/
Questions?

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