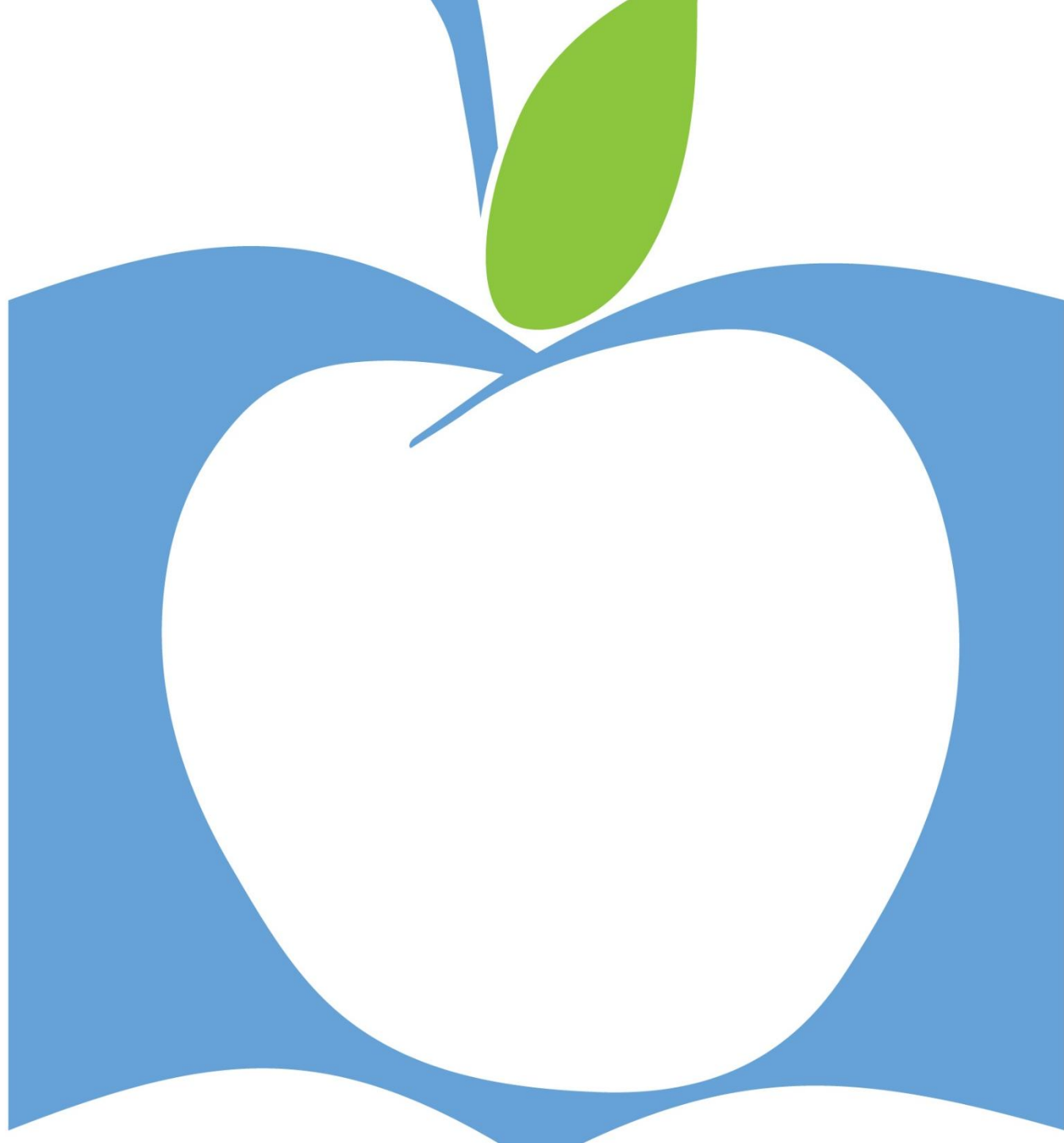




HEALTH & WELLNESS INFORMATION CENTER

@PORTSMOUTH PUBLIC LIBRARY



HWIC PRESENTERS:

Todd D. Elliott, MLIS
Director of Libraries
Portsmouth Public Library

Ruth M. Smith, MLIS
Outreach Services Coordinator
Brickell Medical Sciences Library
Eastern Virginia Medical School

LEARNING OBJECTIVES

1. Participants will be able to learn the process of putting a health information center together
2. Participants will learn to evaluate the effectiveness of such a program, along with lessons learned
3. Participants will be able to ascertain if such a health literacy initiative might work for them and learn what to do (and NOT to do)

PORTSMOUTH PUBLIC LIBRARY

- Opened in 1914
- Four locations serving a population of 96,000; 60k+ library cardholders
- Outreach for library, community, and health events



EDWARD E. BRICKELL MEDICAL SCIENCES LIBRARY OUTREACH INITIATIVE

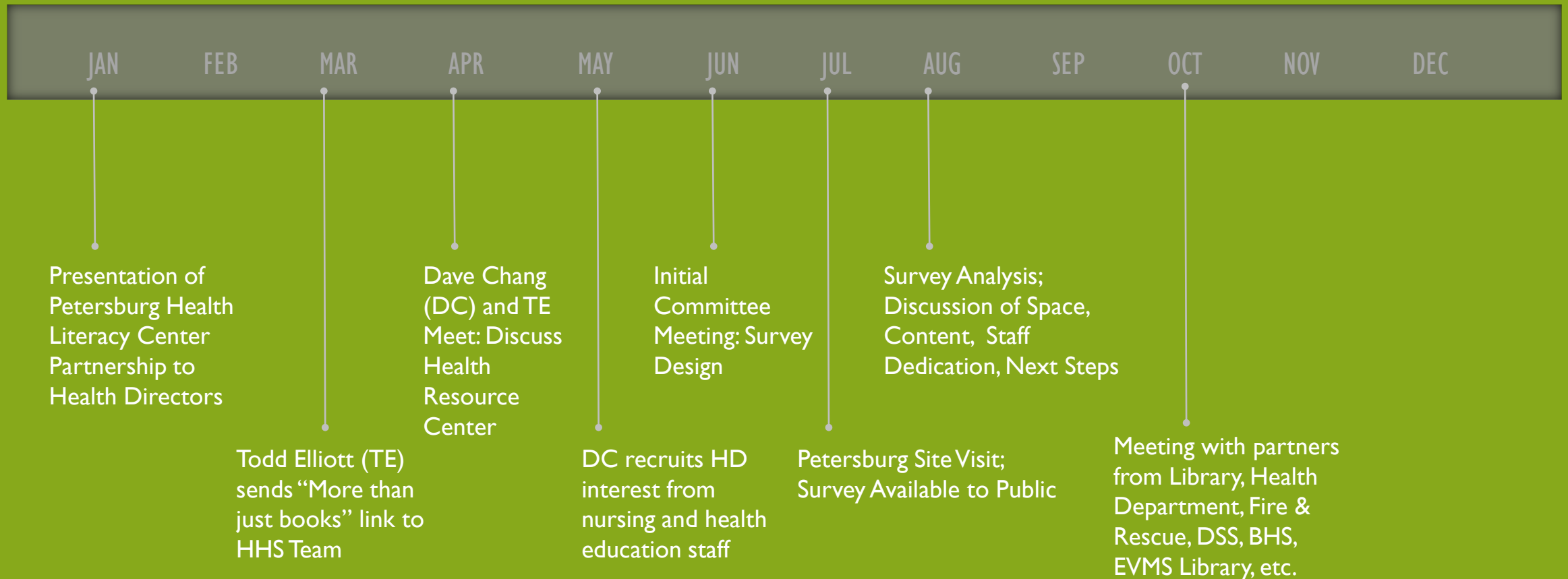
- EVMS opened in 1973
- Institutional mission guides the Outreach Initiative
- Since 2001 over 10,000 Hampton Roads residents have received library instruction
- Outreach events – exhibits and training sessions; HWIC, ACA, High School



EDWARD E. BRICKELL MEDICAL SCIENCES LIBRARY OUTREACH INITIATIVE

- Medical Library Association's Consumer Health Information Specialization
- 203 have received CHIS Level 1 Specialization for Non-Health Librarians
- Virginia's Healthy Heroes: Consumer Health Resources for US Active Duty, Veterans and Their Families

PPL-PHD Healthy Learning Resource Center Timeline (2013)



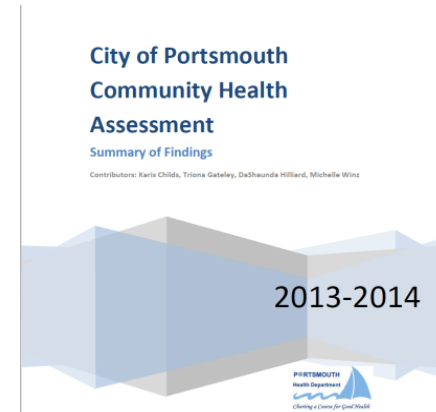
PPL-PHD Healthy Learning Resource Center Timeline (2014)



WHY PORTSMOUTH PUBLIC LIBRARY?

- “Portsmouth is an unhealthy city...”
 - State of City’s Health (2013)

- The e-mail...



More than just books: Arizona libraries add public health nurses

Kim Kyoung Kim
TODAY
Mar 28, 2013 at 7:47 AM



Nurse Karen Murphy checks a library visitor's blood pressure in Tucson, Ariz., where branches are providing public health nurses along with their other free services.

Public libraries have long been the go-to place to borrow books, attend classes or log on to public computers. But over the last decade, they have also become shelters for people in need, including the

THE LIBRARY CHALLENGE...

- *Why tackle health literacy?*
 - *National Assessment of Adult Literacy states that 15% of our adult population is lacking basic literacy skills. When a person is diagnosed with a condition, studies show that the person only retains about 10% of the information the clinician gives to them at that point in time.*
- *What did the public perceive their health needs were?*
 - *Conducting a survey*
- *Who should get involved?*
 - *A look at participants in Healthy Portsmouth*
- *What should it look like?*
 - *How to best utilize existing space*
- *How will we fund it?*
 - *Of course... money is a factor!*

PORTSMOUTH INITIATIVES IN MOTION

Healthy Portsmouth (www.healthyportsmouthva.org)



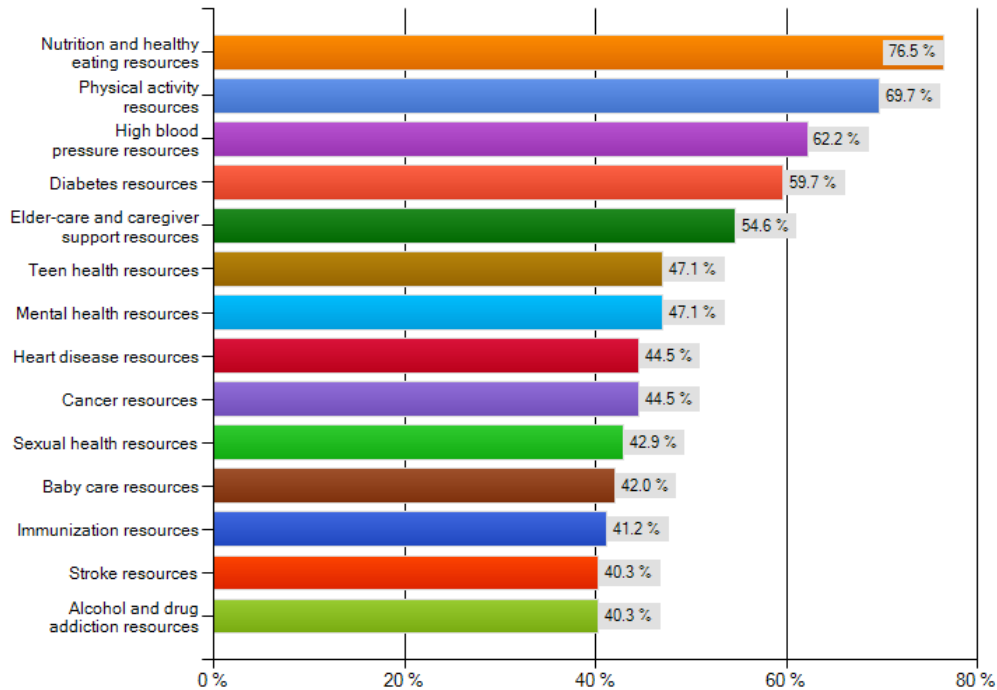
- Improving the walking environment to encourage residents to walk in their neighborhoods
- Promoting smoke-free/tobacco-free policies on public properties
- Supporting children's health and wellness where they live, play and go to school
- Providing reliable information on healthy activities, events and resources for residents through a community-wide media campaign
- Encouraging breastfeeding-friendly policies and places

LIBRARY/HEALTH DEPARTMENT SURVEY

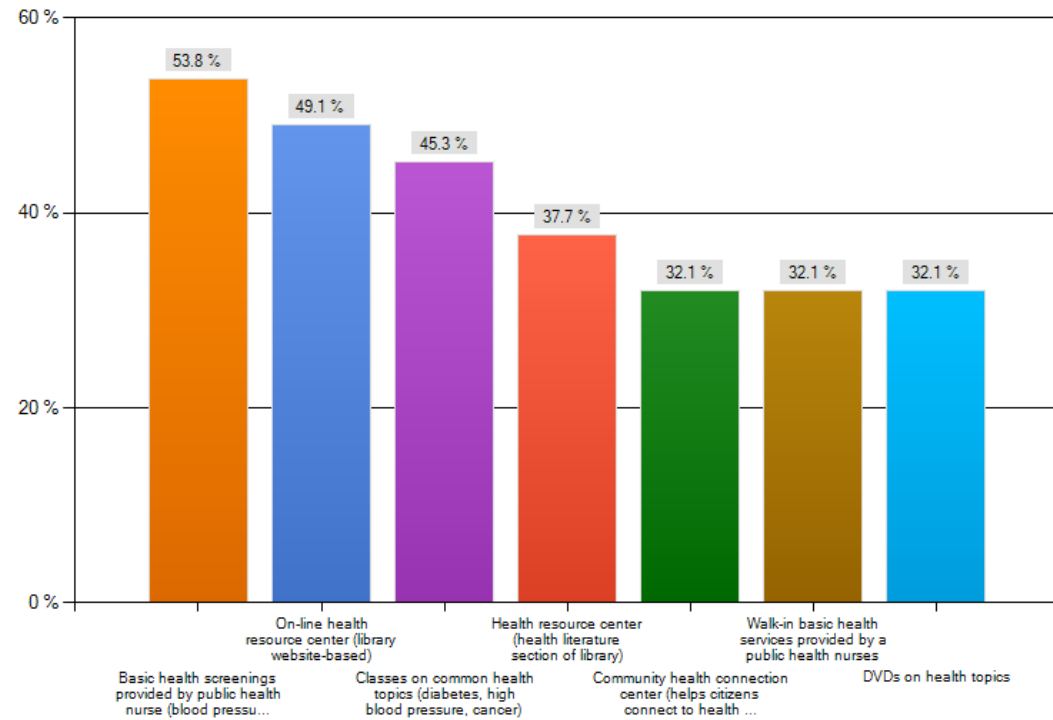
- Online (SurveyMonkey) & Paper at All Library Locations
 - 7 Demographic Questions
 - 5 Basic Health Status Questions
 - 1 Health Challenge Question
 - 2 Health Information/Resources Questions
 - 2 Open Ended Questions Related to Health Needs in Community
- 135 Surveys Completed

SURVEY FINDINGS INCLUDED

What health information would be most helpful for the library to provide (please choose all that would apply)?



What health resources would you utilize at your local library (please choose all that apply)?



SHAMELESS IMITATION...PETERSBURG PUBLIC LIBRARY'S “HEALTHY LIVING AND LEARNING CENTER”

Opened October 1, 2012 to:

- Provide credible information on a variety of health topics
- Low literacy is associated with a range of adverse health outcomes and contributes to the complexities of understanding health information
- Designed to empower community members to be proactive in their health management by providing accurate and reliable health information
- Staffed by specially trained librarians and health education specialists from each partner organization (Consumer Health Information Specialization)

<http://www.ppls.org/healthy-living-center/>

PETERSBURG HEALTHY LIVING AND LEARNING CENTER

"In 2012, Crater Health District (CHD), Petersburg Public Library (PPL), and Virginia Commonwealth University (VCU) – Massey Cancer Center partnered to create “a central location to obtain information about cancer [chronic disease] resources and screening services” per the request of its citizens.”

Come and get the answers at the
HEALTHY LIVING AND LEARNING CENTER
PETERSBURG PUBLIC LIBRARY

2nd Annual Open House



October 3, 2013 from 10am to 2pm
William R. McKenney Library 137 S. Sycamore St.

Attention Parents

Childhood Obesity
Building a Healthier Future
Thurs. September 19, 2013
6:00 p.m.
Petersburg Public Library
William R. McKenney Branch

Healthy Cooking Demonstration
Presented by
VSU Cooperative Extension

Mom Relax—Dinner Is On Us!
Fun For The Whole Family!

The Healthy Living and Learning Center is made possible by a joint effort between Petersburg Public Library, VCU Massey Cancer Center, Crater Health District, and VCU Libraries.

Family Workout Session

For more information or to RSVP for this event contact (804) 733-2387.

Are Vaccines Important?

Presented by
Robin Cox, RN, BSN
Coordinator/Nursing Supervisor
Petersburg Public Schools

Tues. August 27, 2013
6:00 p.m.
Petersburg Public Library
William R. McKenney Branch
137 South Sycamore Street

This program is sponsored by

Refreshments will be served
For more information contact (804) 733-2387

BRANDING HWIC

- Approached the Visual Arts Center of Tidewater Community College
 - Adam Wolfe was the student who accepted the challenge
 - Low cost to the committee



**Health & Wellness
Information Center**
PORTSMOUTH PUBLIC LIBRARY

TRANSFORMING SPACE. BEFORE...

- Putting “dead” space to good use



...AFTER



CONSUMER HEALTH INFORMATION SPECIALIZATION

- The Consumer Health Information Specialization (CHIS) will help you keep current in the consumer health information field and obtain an additional, recognized level of expertise. MLA hours earned through the CHIS program may be used for credit in MLA's Academy of Health Information Professionals.
- Level I Requirements
 - Completion of 12 hours approved course or activities focusing on consumer health
 - One course focusing on the administration and management of consumer health services (example: collection development, library management, strategic planning and marketing)
 - 8 hours must be from the MLA-approved CHIS course list
 - Non-health sciences librarians may apply a basic searching class toward specialization
 - Eight hours needed to renew at same level

VIRGINIA'S HEALTHY HEROES

- Consumer Health Resources for US Active Duty, Veterans and their Families
- This class was created to help meet the health information needs of the Hampton Roads military community. The Hampton Roads area is home to more than 93,000 active duty military personnel, 40,000 military spouses and 217,000 veterans. The class covers topics ranging from post-traumatic stress disorder (PTSD) and suicide to specific Virginia support groups.



PORTSMOUTH HEALTH & WELLNESS CENTER @PORTSMOUTH PUBLIC LIBRARY

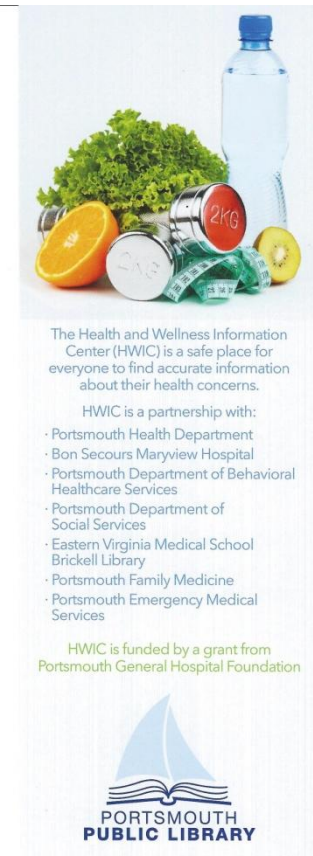
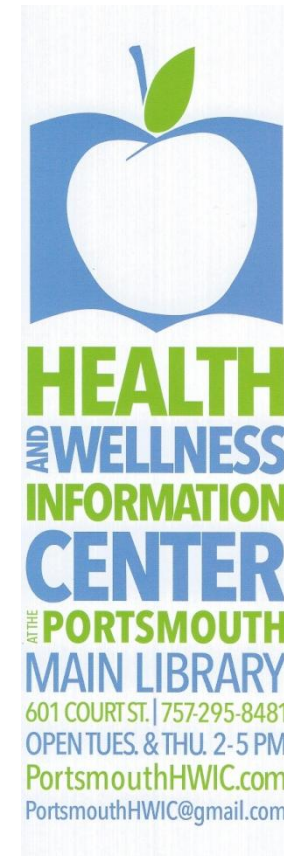
- The mission of the information center is *to help Portsmouth residents find information regarding their health concerns and connect them to health resources within the community. The vision of the information center is every person is empowered to invest in their health through quality health resources and services.*
- Only CHIS certified staff from any partner, including the library, may serve the desk.
- Funded by a grant from the Portsmouth General Hospital Foundation - \$20,000!
- Opened May 1, 2014!

HWIC GRAND OPENING 1 MAY 2014



TAKING HWIC'S TEMPERATURE

- Measuring success
 - Collection of 219 books, 279 circs this calendar year
 - 5 DVDs
 - 8 Magazine Subscriptions
- More walk ups when the Doctor or Nurse is “IN”
- Evaluation for the program must be ongoing
- Partner meetings tapered
- Library staff have to carry the designated times for stretches
- Most connections made for HWIC while out in the community and online



ONLINE PRESENCE IS ESSENTIAL

OLD BUSTED...

The screenshot shows a website header with navigation links: HOME, USING THE LIBRARY, OUR COMMUNITY, CALENDAR, RESOURCES, TEEN SPACE, KIDS CORNER. Below the header, there is a 'HOLIDAY CLOSURE' section for Independence Day (Friday, July 3rd & Saturday, July 4th) and a search bar. The main content area is titled 'Health and Wellness Information Center' and features an apple logo. The text describes the center's mission and location at the Main Library on 601 Court Street. It also lists partners including the Portsmouth Health Department, Portsmouth Department of Social Services, Eastern Virginia Medical School, and Portsmouth Family Medicine. A 'Print Friendly' icon is visible at the bottom left.

www.portsmouth-va-public-library.com/health-and-wellness-information-center/

NEW HOTNESS

The screenshot shows a modern website layout for the 'Health and Wellness Information Center'. The header includes the title and tagline 'Health and Wellness @ your Portsmouth Public Library Main Library', along with the Portsmouth Public Library logo. A navigation menu contains links for Home, Health Insurance, Website Evaluation, Health Statistics, Health & Wellness Module, Teen Health & Wellness, and Partners. The main content area features a large image of an orange with a text overlay that reads 'Health and Wellness Resource Center and Alternative Health Module'. Below this, a smaller text box states: 'Provides instant access to carefully compiled and trusted medical reference materials. Includes nearly 400 health/medical journals, hundreds of pamphlets, over 700 health-related videos from partner Healthology, Inc., and articles from 2,200 general interest publications in addition to a broad collection of Gale reference titles.' At the bottom, there are three small images: a stethoscope, a smiling healthcare professional, and a stethoscope on a desk.

www.portsmouthhwic.com

OTHER LESSONS LEARNED

- Be ready to work as a team!
 - Can't stress the invaluable nature of partners
- Be ready to write!
 - Grants, etc
 - Publicity
- Be ready to get out in the community!
 - An effective way of getting the word out
- Good partners make good neighbors!
 - Utilize your networks
- Your partnership **must** meet regularly!
 - Team effort involved in making a healthier Portsmouth!

- Pay attention to details!
 - Practicing consumer health information services without a certificate

Health & Wellness Information Center Now Open at Main Library

The Health and Wellness Information Center @Portsmouth Public Library (HWIC) is a safe place for everyone to find accurate information about their health concerns. The mission of the information center is to help Portsmouth residents find information regarding their health concerns and connect them to health resources within the community. The vision of the information center is every person is empowered to invest in their health through quality health resources and services.

Location:
Main Library

601 Court Street Portsmouth, VA 23704

Hours:

Tuesdays and Thursdays from 2 – 5 pm
(Staffed during these hours only. Materials are available during normal library hours.)



For more information call: 757-393-8501.



EVMS: CARES SERIES

Consumer Health Classes

Consumer Health Information at Your Fingertips!

*Do you have questions about the Affordable Care Act?
Do you know how it will affect you and your family?*

All of your health questions plus more will be answered during this hour long presentation. You will learn how to locate **FREE** sources of consumer health information.

Presentation by Ruth M. Smith
Outreach Services Coordinator
Eastern Virginia Medical School

Tuesday, July 1st at 10:30 am
Main Library
601 Court Street
Portsmouth, VA 23707

REGISTRATION REQUIRED
To register, please call: 757-393-8501 or visit us online at:
<http://www.PortsmouthPublicLibrary.org>



OUT IN THE COMMUNITY

PORTSMOUTH PUBLIC SCHOOLS' WELLNESS FAIR



COMMUNITY, BUSINESS & CHURCH EVENTS



COMING SOON!

- Ruth's email to Dr. Dave Chang (June 10) recommending a CDC fellow
- The new fellow started this month! He will:
 - Obtain CHIS certification
 - Help the health department and libraries do community outreach for HWIC at various events throughout the city
 - Assist with general marketing and promotion activities and materials, in-house and online
 - Meet with the HWIC steering team members and gather the group together for regular meetings
 - Prepare for and teach at health education classes based at the library

2013 CDC Behavioral Risk Factor Surveillance System, Questionnaire
December 28, 2012

http://www.cdc.gov/brfss/questionnaires/pdf-ques/2013%20BRFSS_English.pdf

City of Portsmouth Community Health Assessment: Summary of
Findings 2013-2014

<http://www.vdh.virginia.gov/lhd/portsmouth/HealthAssessment.htm>

Consumer Health Information Specialization

<http://www.mlanet.org/p/cm/ld/fid=329>

Massey partners to bring health information service to Petersburg
library <http://wp.vcu.edu/masseynews/2012/10/02/massey-partners-to-bring-health-information-service-to-petersburg-library/>

"More than just books: Arizona libraries add public health nurses,"
byline Eun Kyung Kim, March 28, 2013.

<http://www.today.com/health/more-just-books-arizona-libraries-add-public-health-nurses-1C9122592>

REFERENCES

THANK YOU! BRING ON THE QUESTIONS.

TODD D. ELLIOTT
LIBRARY ADMINISTRATION
PORTSMOUTH PUBLIC LIBRARY
elliottt@portsmouthva.gov
(757) 393-8365

RUTH M. SMITH
BRICKELL MEDICAL SERVICES LIBRARY
EASTERN VIRGINIA MEDICAL SCHOOL
smithrm@evms.edu
757.446.5849

HEALTH & WELLNESS INFORMATION CENTER PARTNERS

Portsmouth Public Library
Portsmouth Health Department
Eastern Virginia Medical School, Edward E. Brickell
Medical Sciences Library
Portsmouth General Hospital Foundation

Portsmouth Behavioral Healthcare Services
Portsmouth Department of Social Services
Portsmouth Fire and Rescue
Bon Secours Maryview
Portsmouth Family Medicine