

Working for the Common Good in a Digital Age

Promoting Federal Health Information
through a Partnership between FDLs and
the National Network of Libraries of Medicine

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Fall Depository Library Council Meeting
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Background

- Tarver Library as a Selective Depository
- Government Information Services at Mercer
- Transition to a mostly electronic collection (July 2009)
- National Network of Libraries of Medicine (NN/LM)

NN/LM Funding Opportunities

- NN/LM Southeastern/Atlantic Region (SE/A)
- State and Regional Exhibiting Award
- Award Purposes
 - Promote access to government health information needed to make informed health decisions
 - Promote NLM resources and services to a local clientele

Program Design

- Program Theme
 - “Tips for a Healthy U”
- Program Goals
 - Promote 0123A depository collection and services
 - Promote health information literacy to Mercer community and the public

Program Design (Continued)

Program Objectives

- Introducing depository collection and services to program participants
- Searching key NLM health databases
 - PubMed
 - PubMed Central (biomedical & life sciences journal literature)
 - MedlinePlus
 - NLM Gateway
- Evaluating online health information sources

Program Design (Continued)

• Content

- “Tips for a Healthy U” poster exhibit (60” x 40”)
- Walk-in student workshops
- Faculty brown bag lunch
- Supplementary web guide featuring key government health resources
<http://tarver.mercer.edu/guides/field.php/Main/GovernmentHealthResources>

• Outreach

- Seven locations on Mercer campuses
- Savannah Live Oak Public Libraries



Tips for a Healthy U

National Network of Libraries of Medicine

The National Network of Libraries of Medicine (NN/LM), coordinated by the National Library of Medicine, is a nationwide network of over 4,000 health science libraries and information centers. NN/LM libraries provide a variety of services to health professionals and to the public.

Get Connected
to Health Information!



PubMed.gov

Overview

PubMed® is the U.S. National Library of Medicine's premiere search system for health information. PubMed provides access to millions of journal citations and abstracts in the fields of medicine, nursing, dentistry, veterinary medicine, the health care system, and preclinical sciences.

Features

- Sophisticated search capabilities, including spell checker and advanced search.
- Assistance in finding search terms using the Medical Subject Headings.
- Ability to store citations and automatically receive email updates for saved searches using PubMed's My NCBI.
- Links to full-text articles, to information about library holdings, and to other NCBI databases.

How to Search PubMed

1. Identify the key concepts for your search.
2. Enter the terms (or key concepts) in the search box and click Search.
3. Combine search terms with connector words: "AND", "OR" or "NOT" using upper case letters.
4. Results display in Summary format. Click **Related Articles** link underneath each article record to find similar articles.



Advance Search option includes:

- Search by Author
- Search by Journal Name
- Search by Publisher
- Search by Publication Type

PubMed Tutorial

www.nlm.nih.gov/bsd/disted/pubmed.html

Assistance and training are available. PubMed web site provides access to numerous brief animated tutorials with audio support for using this database.

PubMed Central

http://www.ncbi.nlm.nih.gov/pmc

PubMed Central (PMC) is a free full-text digital archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health (NIH).

- Use PMC journal list to locate a specific journal to access full-text articles.
- Use the SEARCH button next to the journal title to search within that journal.

PMC Tutorials

http://www.ncbi.nlm.nih.gov/education/pmc/index.html

MedlinePlus

Overview

MedlinePlus brings together free consumer health information from NLM, NIH, and other government agencies and health-related organizations. MedlinePlus has extensive information about drugs, an illustrated medical encyclopedia, interactive patient tutorial, and the latest health news.

Features

- Health Topics: Over 700 topics on how to stay healthy -- about diseases, health conditions, and staying well.
- Drugs and Supplements: Learn how to take a drug and what it does to your body and find out about the safety, effectiveness, and side effects of a drug.
- News: Covers many health topics like cancer, high blood pressure, and vitamins.
- Medical Encyclopedia: The encyclopedia has pictures and diagrams to help you understand medical words, tests, and procedures.

Interactive Tutorials

http://www.nlm.nih.gov/medlineplus/tutorial.html

The interactive tutorials from the Patient Education Institute explain over 165 procedures and conditions in easy-to-read language. Using animated graphics, each tutorial explains a procedure or condition in easy-to-read language. You can also listen to the tutorials.



PubMed My NCBI

http://www.ncbi.nlm.nih.gov/sites/myncbi/

My NCBI is a PubMed tool that allows you to save searches and data important to you, and you can set your preferences for NCBI's tools and web site. To use My NCBI, you must have cookies enabled and allow pop-up windows from ncbi.nlm.nih.gov.

Seven Ways to Stay Healthy

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1. **Strive for Five:** Consume at least 2 servings of fruits and 3 servings of vegetables every day.
2. **Be Good in Bed:** Aim for at least 7-9 hours of uninterrupted sleep every day.
3. **Fake It:** The act of smiling releases endorphins and makes us happy. If you're feeling stressed, fake a smile. It may be enough to break the tension and help you feel better.
4. **Positivity Helps:** Research suggests that optimists live longer and have a higher quality of life than pessimists. Try to be a glass "half full" person by actively using positive words and thinking kind thoughts about yourself.
5. **Work Harder, Not Longer:** If you're tight on time but want to make sure you're getting enough physical activity, dial up the intensity. For example, if you run instead of walk, you can exercise for 20 minutes instead of 30 and reap the same benefits.
6. **McGarbage:** Did you know many salads from fast food restaurants have more fat and calories than a Big Mac? Choose fast food no more than once every seven days and think of it as a treat rather than a staple.
7. **Butt Out:** Smoking is the number one cause of preventable death in the U.S. If you don't smoke, don't start. If you do smoke, quit. There is no other single thing you can do to improve your health.



Useful Websites

Healthfinder® <http://www.healthfinder.gov/>

NOAH New York Online Access to Health <http://www.noah.health.org/>

National Institute of Neurological Disorders and Stroke (NINDS)

http://www.ninds.nih.gov/disorders/disorder_index.htm

National Institute of Diabetes and Digestive Kidney Diseases

<http://diabetes.niddk.nih.gov/>

Drug Information Portal <http://dripinfo.nlm.nih.gov/>

NN/LM Grant Application

- Grant Proposal Components
 - Purpose
 - Program structure
 - Target audience
 - Marketing and implementation
 - Feedback
- Schedule of Events

Collaboration between Major Partners

National Network of Libraries of Medicine

Savannah Live Oak Public Libraries

Tarver Depository Library (academic library)

Program Marketing Tools

- Publicized the exhibit via multiple avenues
 - This Week @ Mercer
 - Tarver Library News Blog
 - Promotional flyers in campus buildings
 - Faculty emails through Subject Librarians
 - College of Liberal Arts administration
- Involved several units on and off-campus

Educating Community

- Savannah Live Oak Public Libraries
 - Bull Street Branch
 - Southwest Chatham Branch
- Chatham County Health Fair
 - Theme: “Healthy Counties”
 - 188 participants at the exhibit
 - 50 survey responses

Designing Survey Questions

- Paper-based survey
- Based on the goals of the program
- Focus on NLM resources rather than presentation style
- Simple, to-the-point, short and logical

Program Evaluation

- 215 responses
- 11% of respondents use NLM web sites to locate health information
- 87% use Google, Yahoo, or other search engines ahead of NLM
- 70% never heard about any of the NLM resources prior to the exhibit

Program Evaluation

- 64% indicated they “never use free government health information,” while only 20% are “regular users”
- 70% interested in General Health topics
- 47% interested in Drugs and Supplements
- 83% felt more comfortable using NLM resources after the exhibit

Program Sustainability

- Maintain and expand partnerships
- Learn from user feedback
- Ensure continuity
 - NN/LM Training Award, November 2010
 - Target library professionals in 18 branches of Savannah Public Library
 - Introduce NLM electronic health resources
 - Cover basic and advanced searching techniques

Making a Difference

- Marketing and Outreach
 - Collaboration with several units on and off campus
 - Extensive marketing campaign
 - Cross-departmental connection
- Building Networked Community

Questions



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