

Health Information:



It's There, But Do They Know It?

**Federal Depository Library Conference
October 19, 2004 (Washington, DC)**

How to Promote Health Information

- At what level are you trying to reach people?
 - The local library community
 - The municipal community
 - The state-wide community



New Jersey - The Garden State

How to Promote Health Information

- Who is your audience?
 - Library staff
 - Local
 - Regional
 - State
 - Regular library customers
 - Invisible library customers



What Format Will You Use to Deliver the Health Information?

- Print
- The library Web site
- Classes or instruction
 - within the library
 - outside the library
- Outreach
- Municipal access cable TV
- Library programs with guest speakers

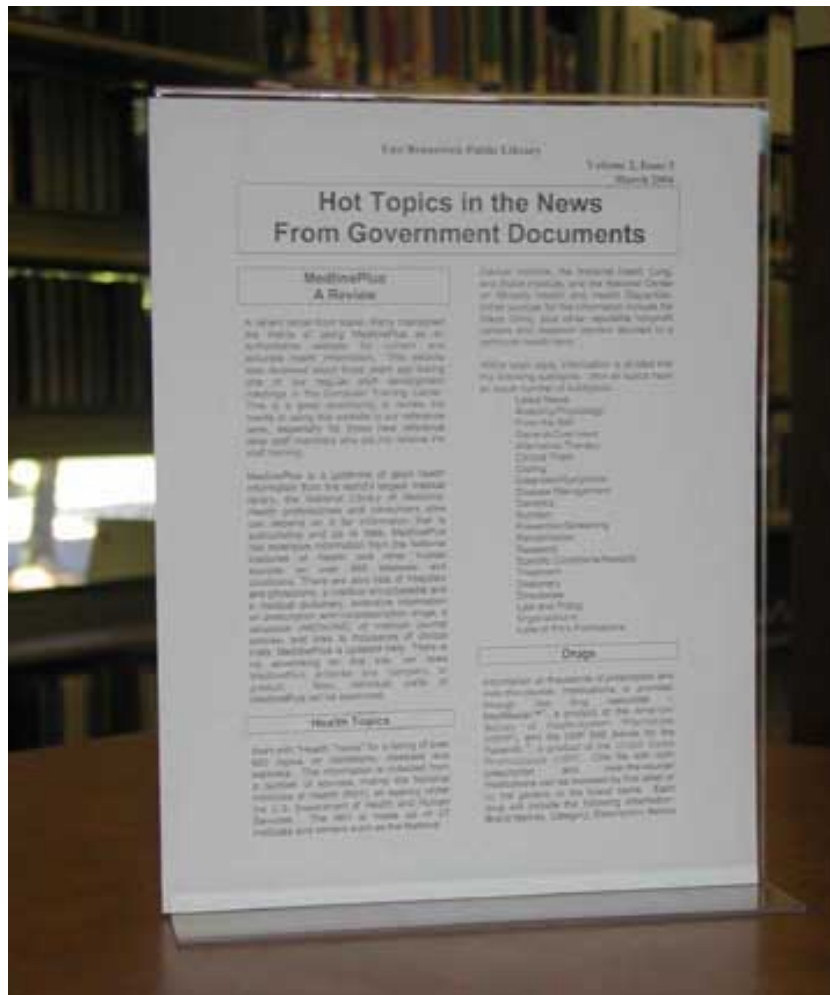
Print Format

- Bookmarks
- Book displays with bookmarks
- Bulletin Boards
- Library Newsletters
 - for library customers
 - for library staff
- Press releases to local newspaper
- Pamphlets

Health Display with Bookmark



Staff Newsletter



Women's Health Display with Bookmark



Library Website with Health Links

- Arguably the most important vehicle for health information promotion
 - Available 24/7
 - Reaches the invisible library customer
- Don't reinvent the wheel. Include a few select government and health organization Web sites, plus state and local sites

Library Website with Health Links

Health and Medicine



Before starting your medical research on the Web, here is a site from the National Institutes of Health which will help you evaluate the medical resources you will find on the Internet:

[10 Things to Know About Evaluating Medical Resources on the Web](#)

Click on a topic below to reach a list of links with information on the topic:



<u>Aging</u>	<u>Diseases Index</u>	<u>Government</u>	<u>Nutrition</u>
<u>Alternative Medicine</u>	<u>Exercise & Fitness</u>	<u>Health Insurance & Services</u>	<u>Pediatric Health</u>
<u>Directories</u>	<u>First Aid</u>	<u>Medications</u>	<u>Research</u>
<u>Disabilities</u>	<u>General Resources</u>	<u>New Jersey</u>	<u>Women's Health</u>

Library Instruction Classes

- Usually available in libraries with a computer lab
- Use the Library Web site's links to health resources as the class outline
- Print the health links including the URLs and a short summary as a handout for the class
- Rotate class times and days to allow as many people as possible to attend the class

Computer Training Center



Municipal Access Cable TV

- Place announcements on the Community Bulletin Board
- Announce
 - computer classes
 - new Web sites related to health
 - special displays in the library
- Available 24/7
- Reaches the invisible library customer

EBTV



EBTV, Channel 3, is East Brunswick's Municipal Access Cable Television Station. A department of the East Brunswick Library, EBTV is located at the back of the Library building.

Click for:

[Announcement Form \(Community Bulletin Board\)](#)

[Program Descriptions](#)

[Programming Schedule](#)

[Services](#)

[Driving Directions to The Library \(The EBTV studio is located in the East Brunswick Public Library\)](#)

Here are some fast facts about EBTV:

Outreach Programs to the Local Community

- Deliver books to the homebound, and include bookmarks, newsletters, or any other promotional material
- Keep a library presence at community fairs, street fairs. Set up a library table that includes your library's health information



Collaborate with Other Community Members

- Work with other agencies and organizations in both service and promotion
 - Public health nurse at local or county level
 - Senior center personnel
 - Coalition of the disabled



Repeat Your Message

- Repeat message
 - At least 3 times
 - At least 3 different formats
 - Press releases to local media
 - Library newsletter
 - Municipal access cable TV
 - Library Web site



Promote Health Information at the State Level

- **State Documents Association**
 - Plan an annual conference on health
 - Present workshops at your state library association annual conference
 - Partner with other agencies in the health field

Documents Association of NJ

[DANJ OFFICERS](#)

[MEETINGS & EVENTS](#)

[MEMBERSHIP INFO](#)

[DOX_NJ LISTSERV](#)

[ANNUAL CONFERENCE](#) 2004 Conference information now available

INTEREST GROUPS

- [Federal](#)
- [State](#)
- [International](#)

[DANJ AWARDS](#)

[PUBLICATIONS](#)

DEPOSITORY LIBRARIES & COLLECTIONS in NJ

• [Federal](#)



The Documents Association of New Jersey

The purpose of the Documents Association of New Jersey (DANJ) is to promote use of and access to government publications in libraries in the New Jersey area. To accomplish this purpose the objectives of the Association are:

- to provide a forum for discussion of problems and concerns, and for the exchange of ideas by librarians working with government information;
- to provide a force for initiating and supporting programs that promote access to, use, and bibliographic control of documents;
- to increase communication among documents personnel and other library personnel;
- to contribute to the continuing education and training of librarians working with government information.

DANJ Activities

In order to reach its objectives, DANJ engages in various activities.

- Its State, Federal, and International Documents Interest Groups hold [meetings](#) several times each year to discuss current issues and initiate projects in their areas of interest.
- DANJ publishes a [newsletter](#) three to four times a year.
- The association holds an [annual conference](#).
- It also sponsors workshops such as GPO Access training.

Health Resources 2000 Conference

Documents Association of New Jersey, Inc. - Fall Conference 2000

Health Resources 2000 : Government Information for the New Millennium

Friday, November 3, 2000, 9:00 am to 3:30 pm
Scholarly Communication Center, Alexander Library, Rutgers University
169 College Avenue, 4th Floor, New Brunswick, NJ

- | | |
|----------------------|--|
| 9:00-9:30 | Registration and Continental Breakfast |
| 9:30-9:45 | Welcome and Opening Remarks - Mary Fetzer, Archibald S. Alexander Library, Rutgers, The State University of New Jersey |
| 9:45 - 10:30 | Health Statistics: Adventures in Web Wonderland - Michelle Volesko, New Jersey Hospital Association |
| 10:30 - 11:15 | Consumer Health Information - Kathleen Moeller, Robert H. Mulreany Health Sciences Library, Overlook Hospital, Summit NJ |
| 11:15 - 11:30 | Break |
| 11:30 - 12:15 | Healthy New Jersey 2010 and Data Resources, New Jersey Department of Health and Senior Services Center for Health Statistics - Ruth Charbonneau, Office of Policy and Research, New Jersey Department of Health and Senior Services |
| 12:15 - 12:30 | New Jersey State Document & Internet Site of the Year Award Presentation - Susan Sabatino, |

NJLA Annual Conference



search

[ADVANCED SEARCH](#) | [SITE INDEX](#) | [CONTACT US](#)
Box 1534, Trenton, NJ 08607 | Phone: (609) 394-8032 | Fax: (609) 394-8164

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[ABOUT NJLA](#) [CALENDAR OF EVENTS](#) [CONTINUING EDUCATION CALENDAR](#) [JOB HOTLINE](#) [RESOURCES FOR LIBRARIES](#) [PRESS KIT](#)



2005 NJLA CONFERENCE

April 11-April 13, 2005
Ocean Place Conference Center, Long Branch, NJ

PROGRAM PROPOSALS

- Preliminary proposals and budget requests due October 15.
- Final proposals due December 1.
- **Program Proposal Form**

EXHIBIT SPACE

Vendors that would like to be sponsors, rent space in the exhibit hall, or advertise in the printed program should call the NJLA office at 609-394-8032.

For other questions concerning exhibit space, contact the Exhibit Committee Chairs:
AnnaMarie Kehnast
Gloucester County College
1400 Tanyard Road
Sewell, NJ 08080
856-415-2254
fax: 856-464-1695

MAR Sites/Local Sites

[MAR Homepage](#)

[MAR Staff](#)

[MAR Member Directory](#)

[MARL LISTSERV@](#)

[National Training Center and Clearinghouse](#)

[Education & Training](#)

[Training & Outreach Calendar](#)

[Consumer Health Resources](#)

[Internet Resources](#)

[DOCLINE](#)

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[Middle Atlantic Perspective](#)

[Resource Libraries](#)

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[National Sites](#)



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Education & Training

Announcements

The RML needs to identify host sites with computer labs in various part of the region. If you have such a facility and are interested in hosting a class, please contact the [Outreach Coordinator](#) via email or call 1-800-338-7657 (press 1).

[Training & Outreach Calendar](#)

Links to web-based tutorials on NLM products

- [Locatorplus Tutorial](#), National Library of Medicine
- [PubMed Tutorial: University of Florida](#)
- [PubMed Tutorial](#) Translated into Spanish
- [PubMed Tutorial](#) Bibliothèque médicale. CHU de Rouen.

Health Information

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