

Mobile Health Literacy: Using NLM Resources to Provide Training on the Go

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Hello!

I am Keturah Cappadonia

I work as the *Outreach Consultant for the Southern Tier Library System in western New York. We work with 48 member libraries in five largely rural counties in New York state. I have worked in small and rural libraries for almost ten years.*



A person wearing a light-colored, ribbed sweater is shown in profile, looking down at a smartphone held in their hands. The background is a blurred indoor setting, possibly a cafe or office. A large, solid blue diamond is overlaid on the center of the image, containing the text 'WHAT WHY HOW' in white, bold, sans-serif capital letters.

WHAT
WHY
HOW

Dr. Hibbert informs Marge about the risks.

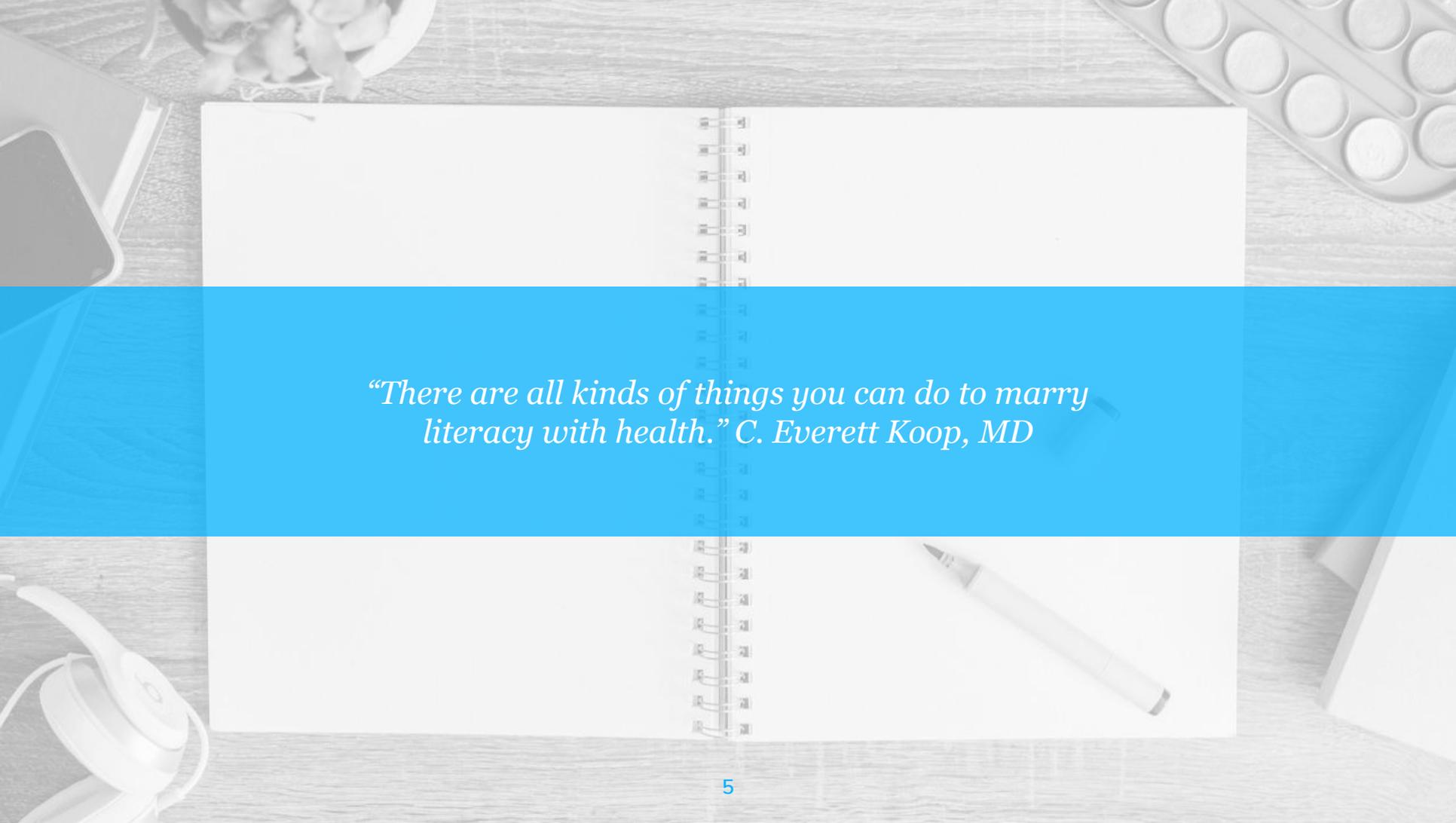
Be sure to read the **Brief Summary!**



"That's not quite the stool sample we had in mind, Mr. O'Donnell."

Books...A nice change from reading prescription labels.



A top-down view of a desk with a spiral notebook, a pen, a pill tray, a bowl of grapes, and a headset.

“There are all kinds of things you can do to marry literacy with health.” C. Everett Koop, MD

HEALTH LITERACY

Health literacy is the degree to which individuals can understand, communicate, and act upon health information.

24 MILLION

Americans are not proficient in English.



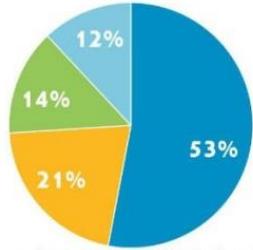
One in three American adults are in basic or below basic health literacy groups

The average American reads at a **7TH GRADE LEVEL**

9/10

adults have a difficult time using health information that is available in healthcare facilities, stores, and in the media.

AMERICAN ADULTS' HEALTH LITERACY LEVEL



■ Intermediate ■ Basic ■ Below Basic ■ Proficient

As clinicians, what we say does not matter unless our patients are able to understand the information we give them well enough to use it to make good health-care decisions. Otherwise, we didn't reach them, and that is the same as if we didn't treat them.



REGINA M. BENJAMIN
FORMER U.S. SURGEON GENERAL

People from all walks of life can struggle with health information.

However...
older adults
immigrants
minorities
individuals with
low incomes
are more likely to have difficulty with health literacy.

Health literacy is defined by The Institute of Medicine as “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”



Socioeconomic Status (SES)

Measures a combination of education, income, and occupation.

The lower a person's SES, the greater her risk of malnutrition, heart disease, infectious diseases, and early mortality.

patients with low **HEALTH LITERACY...**



Are more likely to visit an

EMERGENCY ROOM



Have more

HOSPITAL STAYS



Are less likely to follow

TREATMENT PLANS

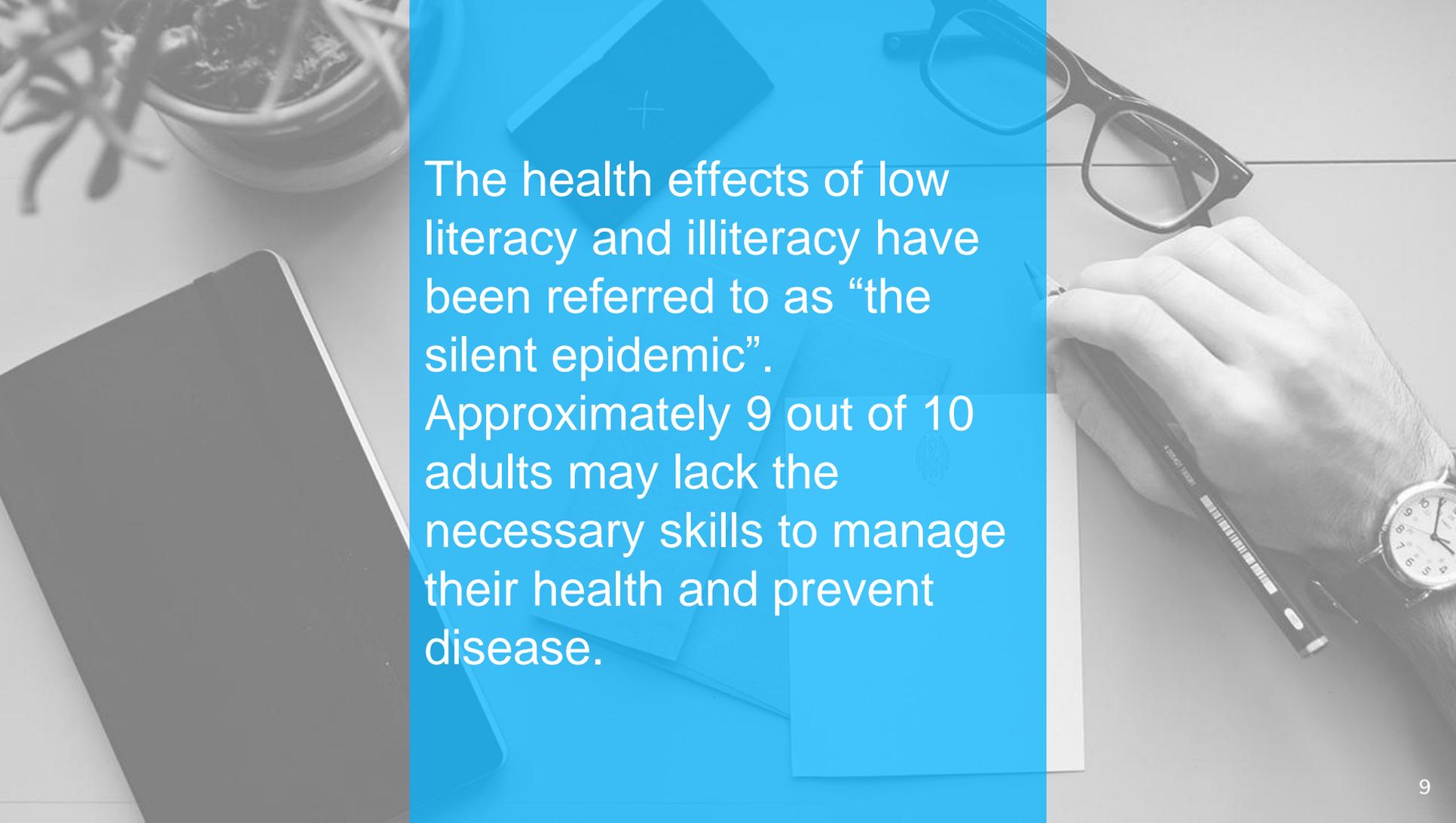


Have higher

MORTALITY RATES

www.cdc.gov/phpr

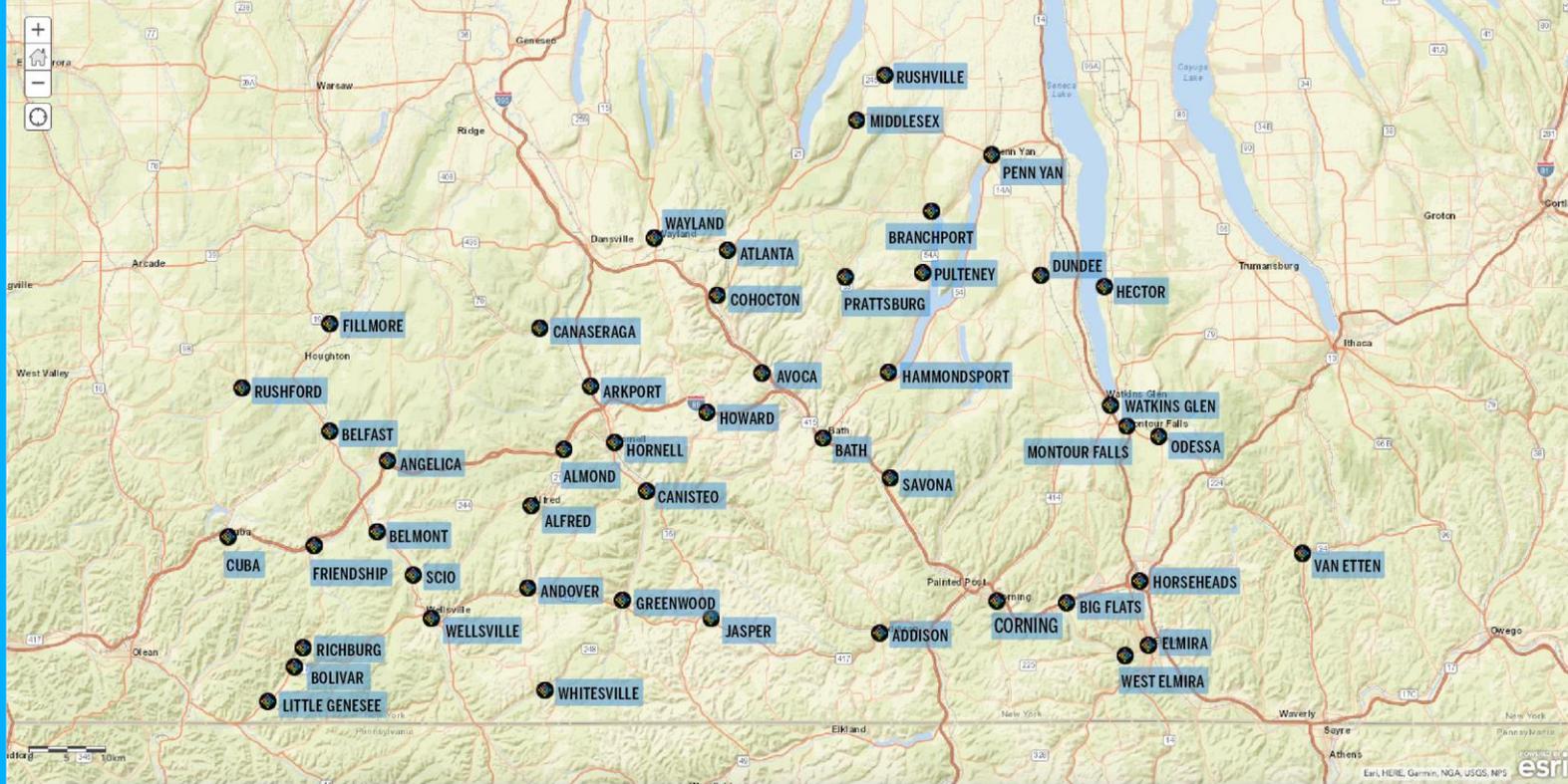




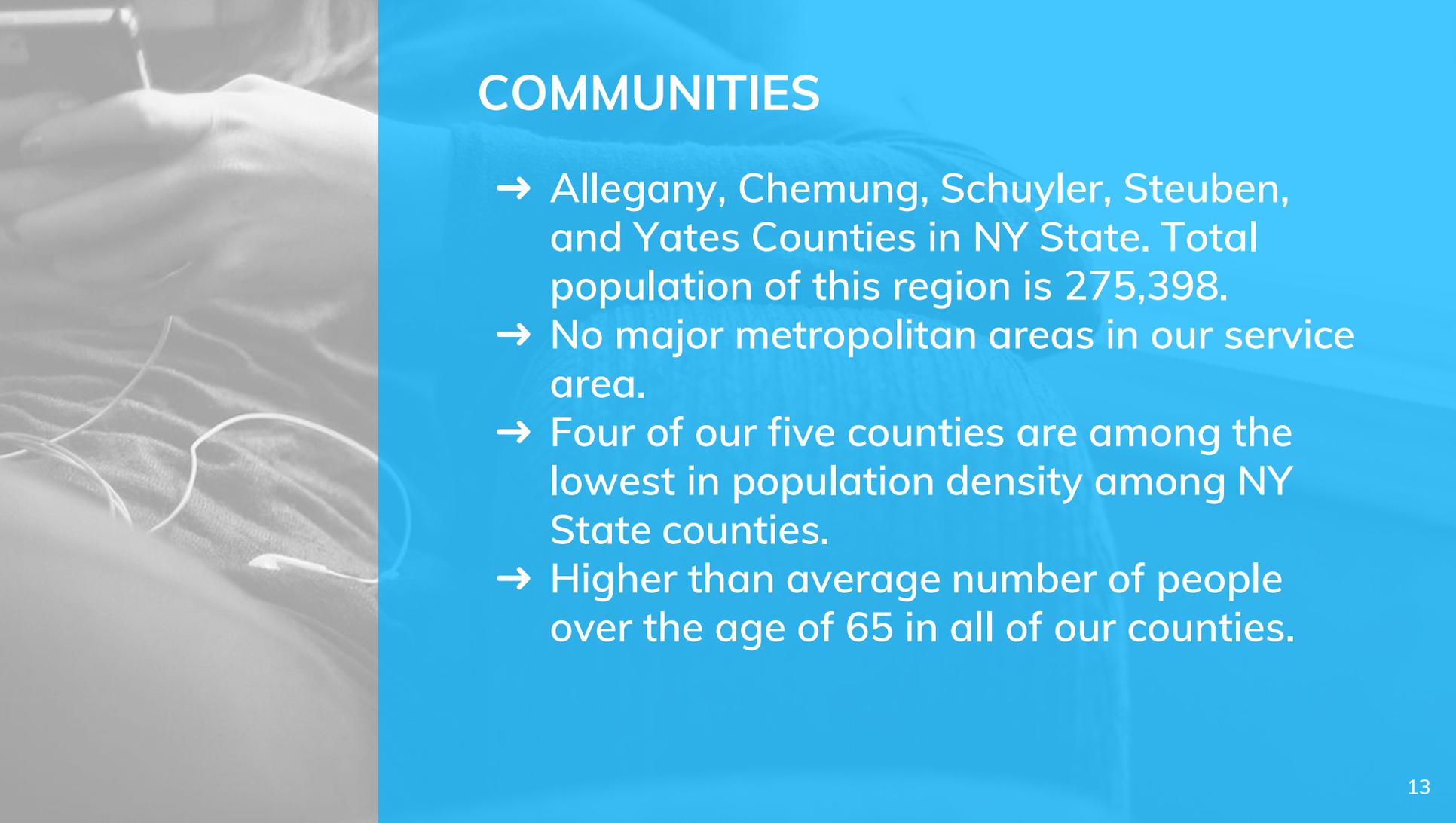
The health effects of low literacy and illiteracy have been referred to as “the silent epidemic”. Approximately 9 out of 10 adults may lack the necessary skills to manage their health and prevent disease.

WHAT

- Southern Tier Library System (STLS) – serves 48 public libraries in a five county area.
- Majority of libraries are small and rural with very small staffs and limited budgets.
- Majority of library directors do not have MLS or other formal training in librarianship.
- Small budgets and geographic isolation make professional development difficult.



Our Libraries



COMMUNITIES

- Allegany, Chemung, Schuyler, Steuben, and Yates Counties in NY State. Total population of this region is 275,398.
- No major metropolitan areas in our service area.
- Four of our five counties are among the lowest in population density among NY State counties.
- Higher than average number of people over the age of 65 in all of our counties.



COMMUNITIES

- Higher than average percentage of Adults who are smokers and Adults who are obese.
- In four of our five counties, only 50% of the population has access to exercise opportunities.
- The Health Resources & Services Administration has designated all five counties as Health Professional Shortage Areas for primary care, dental care, and mental health care.



COMMUNITIES

- The patient to primary care physician ratio in Allegany County is 2,270:1. The patient to dentist ratio in Schuyler County is 4,550:1. The ratio for patient to mental health care provider is 1,090:1 in Yates County.
- Severe lack of medical specialists in rural areas mean that people often have to drive between 50 - 100 miles to receive necessary care.
- Very few, if any, public transportation options.

COMMUNITIES

Statistics from our region's
2-1-1 Helpline for 2017:

Over 50% of the questions
posed to Helpline staff in
2017 were regarding
health and wellness.

People are actively seeking
health and wellness
information.





COMMUNITIES

- Analysis of current Health Needs Assessments for all five of our counties reveals the number one health priority is to prevent chronic disease.
- The second main priority is to promote mental health and prevent substance abuse.



WHY

- STLS has worked on a number of projects to help improve standards of living in our region.
- Our mission is to empower libraries to improve the quality of life within our local communities.
- We strongly believe that by improving health literacy of library staff and community members, we will help improve health and the quality of living in our region.



HOW

- Recognized a problem in our communities.
- Met with employees of County Public Health Departments and health-related organizations.
- Reviewed and researched County Health Assessments and other data related to health in our geographic area.

TOOLS

PROMOTING HEALTHY COMMUNITIES

a health information and health literacy initiative



PLA and NNLM's Promoting Healthy Communities Initiative

**BECAUSE LIBRARIANS KNOW
INFORMATION IS THE BEST
MEDICINE FOR HEALTHCARE
QUESTIONS.**

#LibrariesTransform
**LIBRARIES
TRANSFORM®**

LIBRARIESTRANSFORM.ORG

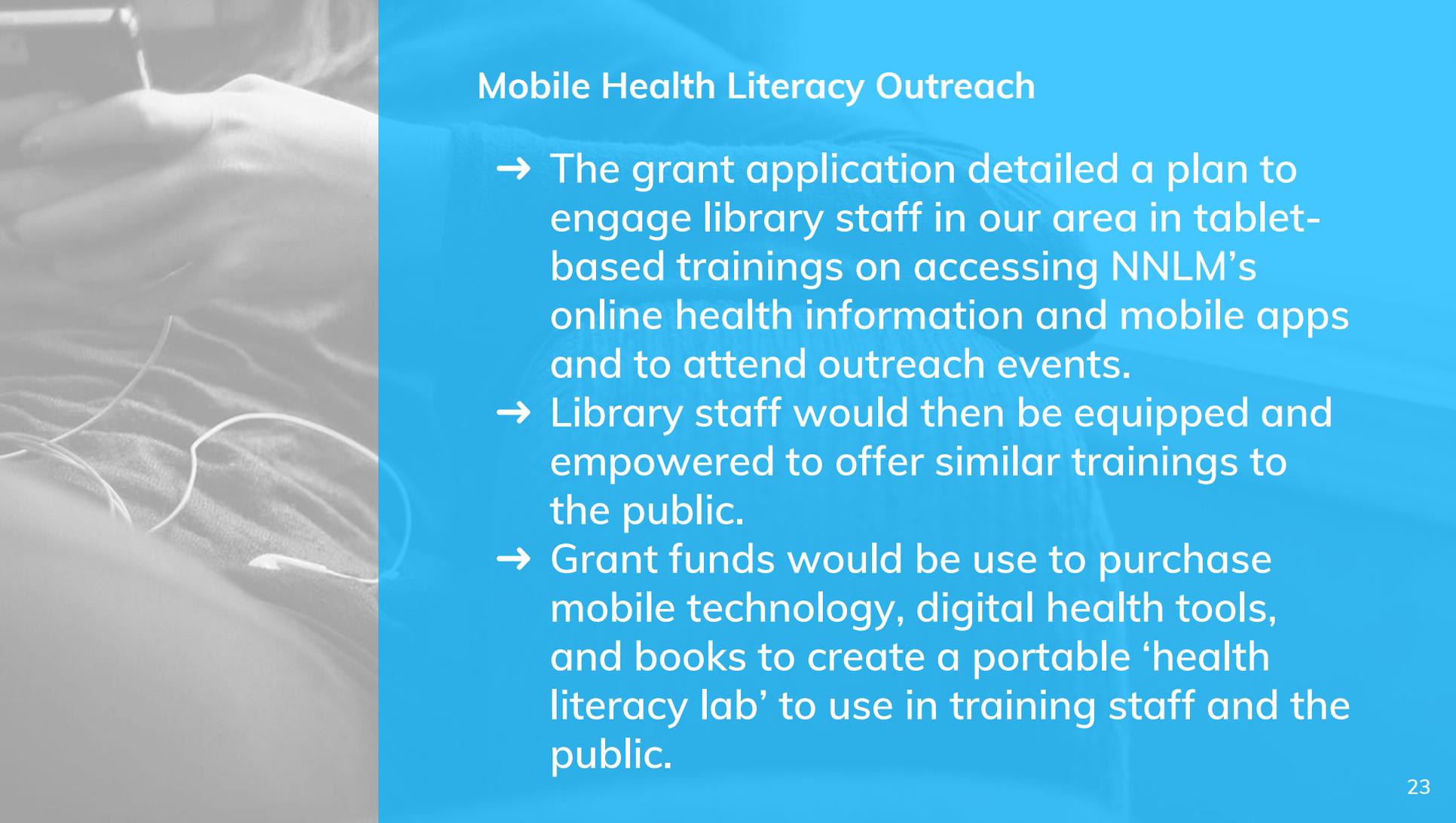
ALA
American
Library
Association

- Libraries Transform Health Literacy Toolkit
- <http://www.ilovelibraries.org/librariestransform/health-literacy-toolkit>



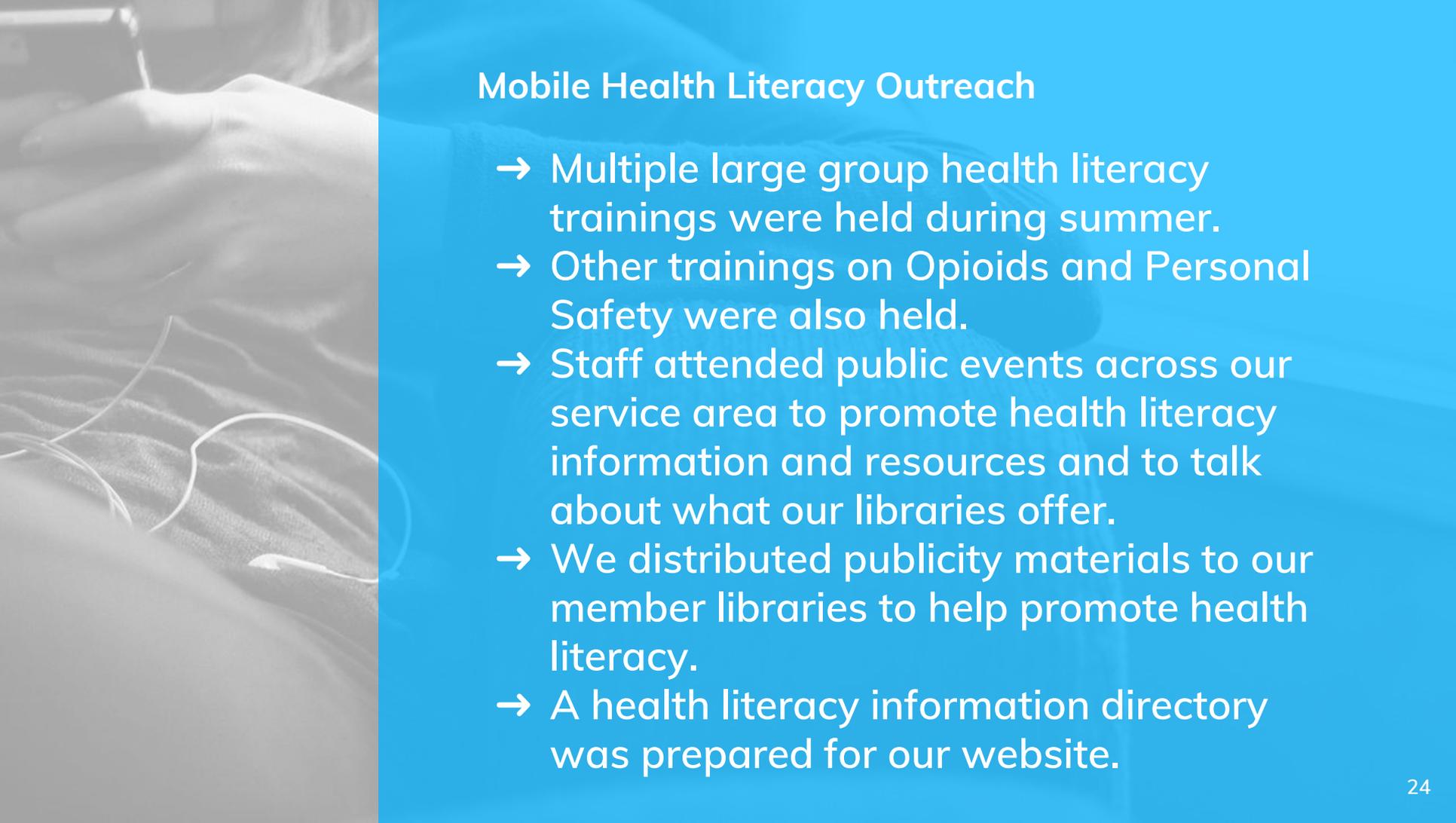
NNLM Outreach to Consumers Award

The purpose of the Outreach to Consumers Award is to support projects that improve health information literacy and increase the ability for patients, family members, students and members of the general public to find and use health information.



Mobile Health Literacy Outreach

- The grant application detailed a plan to engage library staff in our area in tablet-based trainings on accessing NNLM's online health information and mobile apps and to attend outreach events.
- Library staff would then be equipped and empowered to offer similar trainings to the public.
- Grant funds would be use to purchase mobile technology, digital health tools, and books to create a portable 'health literacy lab' to use in training staff and the public.



Mobile Health Literacy Outreach

- Multiple large group health literacy trainings were held during summer.
- Other trainings on Opioids and Personal Safety were also held.
- Staff attended public events across our service area to promote health literacy information and resources and to talk about what our libraries offer.
- We distributed publicity materials to our member libraries to help promote health literacy.
- A health literacy information directory was prepared for our website.



Tour de Keuka Comfort Stop at Middlesex Reading Center



 **Southern Tier Library System**
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Here's Keturah Cappadonia, Outreach Consultant with our STLS display at the Community Health Expo today at the Hornell Area Family YMCA. We focused on the many healthy programs and resources STLS and our area libraries provide to local communities! We met many amazing library friends and local agencies we are excited to partner with!

 Add Location  Edit

 12  Comment  2 Shares

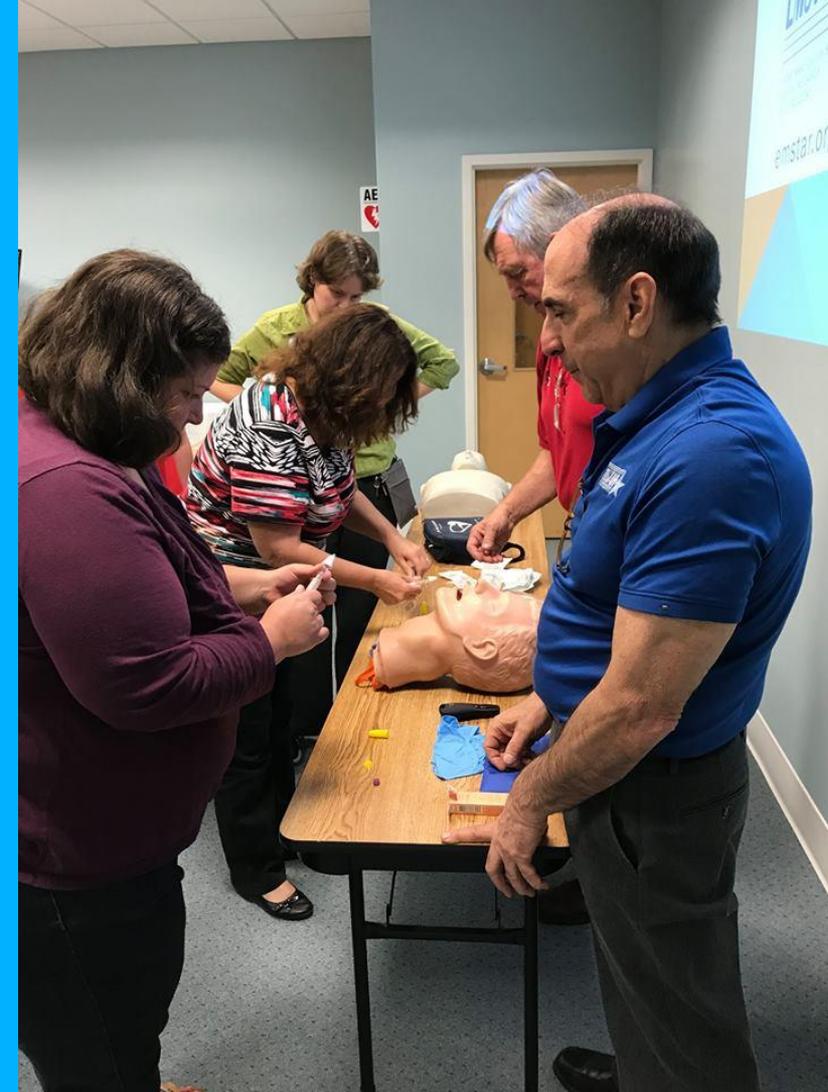
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Most Relevant ▾

 **Loretta Holden** Keturah, in my opinion you have helped me a lot in the last 20+ years ago, I worked with Mary Passage and together we set up the Outreach Department. It was the best position at the System.... meeting and working with so many wonderful people around the counties and in the State, and providing much needed services. Your display look great!
Like Reply Message 1y

Health Literacy Outreach Booth at
Community Health Expo

Opioid Information Session and Narcan Training





STLS Staff Volunteer Outreach at Food Bank of the Southern Tier





Partnership with local VA Hospital

VA



**U.S. Department
of Veterans Affairs**

Veteran Resource Event

Come talk to representatives from the Bath VA and learn about the programs that are available.

Location: David A. Howe Public Library, Wellsville NY

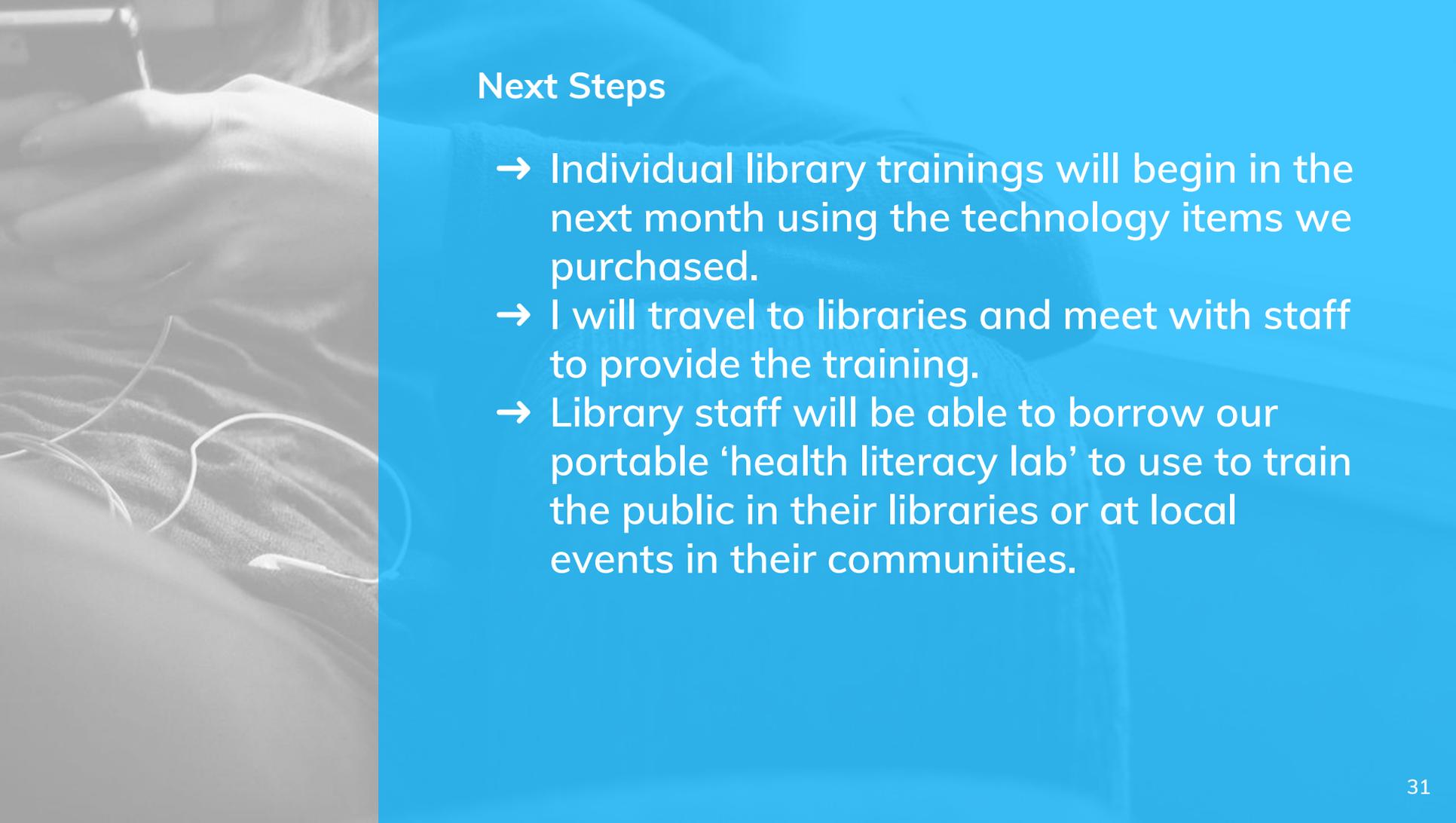
Date: Tuesday, Nov. 14, 2017

Time: 4-5 pm





Outreach Booths at County Fairs



Next Steps

- Individual library trainings will begin in the next month using the technology items we purchased.
- I will travel to libraries and meet with staff to provide the training.
- Library staff will be able to borrow our portable 'health literacy lab' to use to train the public in their libraries or at local events in their communities.

GOALS

Library staff
will feel
comfortable
navigating
health literacy
resources.

Local
community
members will
learn how to
access reliable
health
information

Health literacy
levels in our
local
communities
will rise.

CREDITS

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The Southern Tier Library System



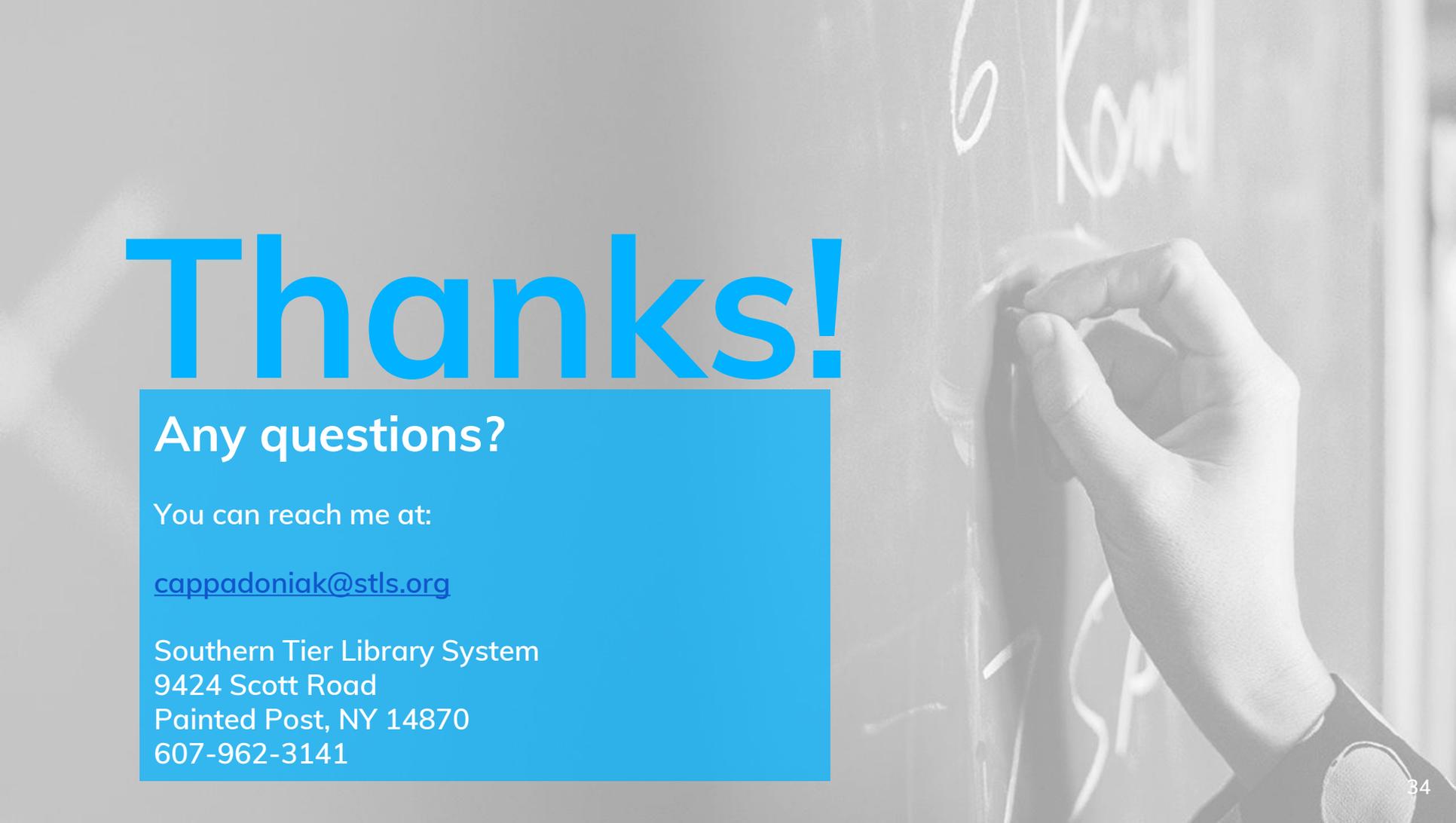
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Special thanks to all the people who made and released these awesome resources for free:



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A grayscale background image showing a hand holding a piece of white chalk, writing on a chalkboard. The word 'Kond' is partially visible on the board. The overall scene is slightly blurred, focusing attention on the text overlay.

Thanks!

Any questions?

You can reach me at:

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