I. Introduction

- Who are we?
- Why are we here?
- How did we get here?
  - Cone of Learning

Getting to know you

- Academic
- Corporate
- Medical
- Public
- Student
- Other

II. Identify key elements of consumer health information

1. Needs of patrons
   - Health Literacy

2. Challenges
   - Medical terminology
   - Time-consuming
   - Afraid of giving wrong answers
   - Afraid of giving medical advice

3. Reference Interview
   a. Do’s
      - Safe, private place
      - Empathize
      - Identify appropriate and quality resources
      - Provide range of materials
   b. Don’ts
      - Do not judge
      - Do not bring personal experiences
      - Do not pretend to have medical knowledge
Rx for Consumer Health Information: The Magic is in the Right Source

- Do not guess
- Do not give advice

Ethics
- Privacy
- Confidentiality

Evaluation of health resources
- Accuracy
- Availability
- Balance
- Consistency
- Cultural Competence
- Evidence-Based
- Reach
- Reliability
- Repetition
- Timeliness
- Understandability

III. Use key consumer health websites
- MedlinePlus
- Clinical Practice Guidelines
- Medscape
- Right to Know Hazardous Substances
- VCH - Patient Health Education Materials
- Workrights.ca

IV. Wrap-up
- Review
- Conclusion