

# Rx for Consumer Health Information: The Magic is in the Right Source

## 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

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- 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](http://Workrights.ca)

## IV. Wrap-up

- Review
- Conclusion