

# Health Information & Community Outreach

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# Outline

1. Community Outreach
2. Health Information Literacy
3. Case Studies
  - Onco.ca
  - StrokEngine
  - Mini-Med
4. Lessons Learned & Future Directions

# Community Outreach

Why or why not?

1. A need is expressed from outside the academy
2. Library mission invites action
3. Response to a specific problem or opportunity

# Barriers to doing outreach:

- No credit
- Higher level of participation expected
- Fit with Library priorities

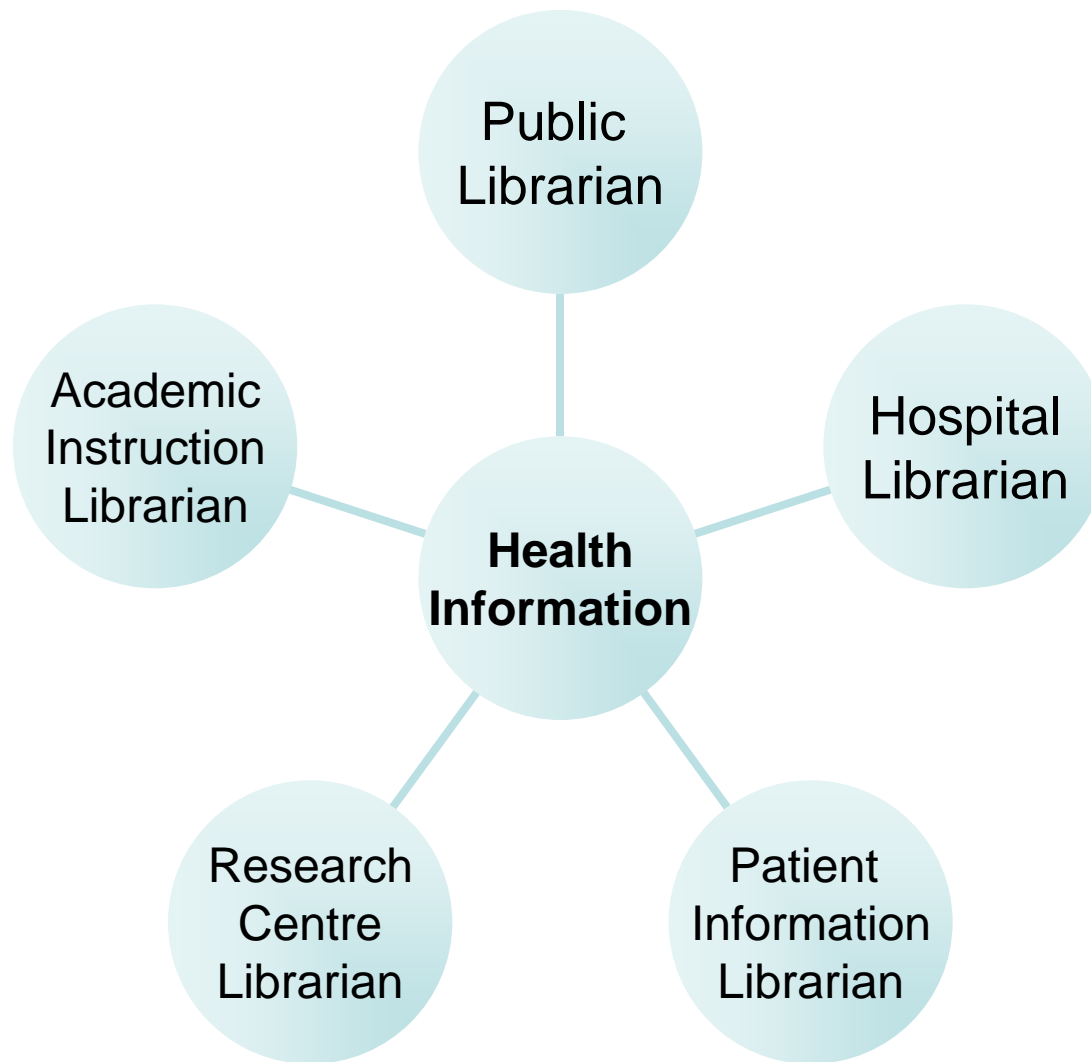


# Benefits to doing outreach:

- Transferable skills
- Research/project funding
- Satisfaction of a job well-done



# Some background...



# Information literacy is...

“knowing when and why you need information, where to find it, and how to evaluate, use and communicate it in an ethical manner.”

CILIP. (2005). Information literacy: A definition. Retrieved May 10, 2005 from:  
<http://www.cilip.org.uk/professionalguidance/informationliteracy/definition>.

# Consumer health information (CHI) is...

“information on health and medical topics provided in response to requests from the general public, including patients and their families. In addition to information on the symptoms, diagnosis and treatment of disease, CHI encompasses information on health promotion, preventive medicine, the determinants of health and accessing the health care system.”

CAPHIS. (2003). The librarian's role in the provision of consumer health information and patient education. Accessed May 10, 2005 from: [http://caphis.mlanet.org/resources/caphis\\_statement.html](http://caphis.mlanet.org/resources/caphis_statement.html)



# What is Health Information Literacy?

Health information literacy is the set of abilities needed to:

- **recognize** a health information need
- **identify** likely information sources and use them to retrieve relevant information
- **assess** the quality of the information and its applicability to a specific situation
- **analyze, understand, and use** the information to make good health decisions

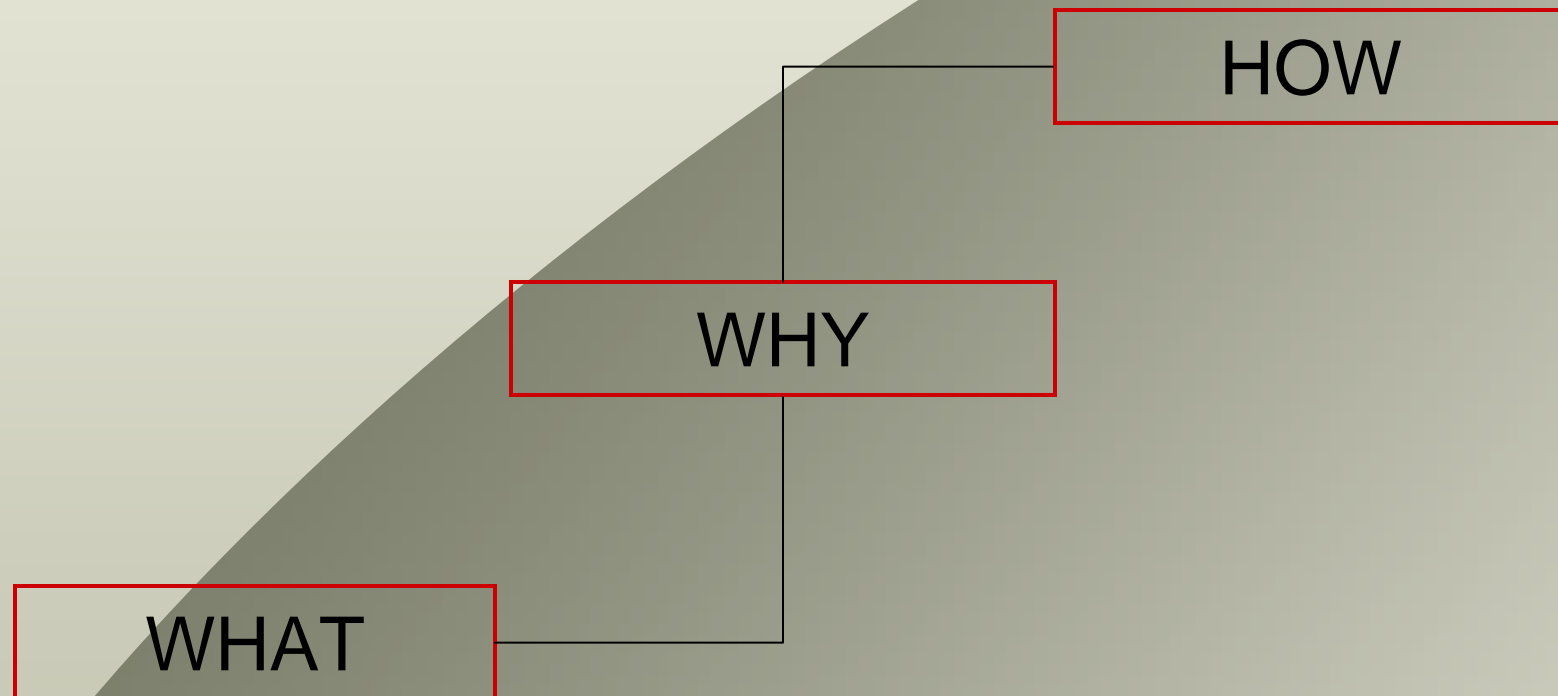


# Consumer use of health information on the internet

- 93 million American adults used the internet to locate health information in 2003
- ~ 6 million Americans look for health information on the internet every day
- most individuals searching for health information on the internet used a search engine rather than a specific health website
- 25% of health information seekers evaluated the information they found on the internet according to acceptable criteria (currency, authorship, etc.)

Fox, S. & Fallows, D. (2003). *Internet health resources*. Washington, D.C.: Pew Internet & American Life Project.

# Case Studies





# "The Contribution of Interactive Health Communication (IHC) to the Health and Well-being of Oncology Patients"

Principal Investigators:

Dr. Carmen Loiselle, N., Ph.D, and Dr. Linda Edgar, N., Ph.D.

Funded in part by the CIHR  
(Canadian Institutes of Health Research)  
Grant # MOP-57782



## "The Contribution of Interactive Health Communication (IHC) to the Health and Well-being of Oncology Patients"

*A Research Project funded in part by the  
Canadian Institutes of Health Research*

- ❖ Would you like to get more information about your illness?
- ❖ Would you like to learn more about the use of the Internet to access cancer-related websites?
- ❖ Would you like to learn how to use a high quality CD-ROM on cancer?

### **The goals of this study are:**

- ❖ to better understand how information affects your experience with illness
- ❖ to see how health care professionals can best support people with cancer and their family

### **Your involvement in this study includes:**


- ❖ a one-hour interview-questionnaire with a trained interviewer
- ❖ a one to two-hour training session with a volunteer, depending on your needs, on how to use information technology about cancer
- ❖ two follow-up interview-questionnaires at three months and six months following your diagnosis
- ❖ a \$20.00 payment for your time for each set of questionnaires completed (up to three sets)

Brain Cancer - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address [http://onco.ca/brain\\_cancer.htm](http://onco.ca/brain_cancer.htm) Go Links



**Connecting Patients to Cancer Information**  
A Study of Patient's Information Needs and Resources  
*funded in part by the Canadian Institutes of Health Research*

- Home
- Cancer du sein
- Cancer de la prostate
- Cancer colorectal
- Cancer du cerveau
- Evaluer l'information
- Breast Cancer
- Prostate Cancer
- Colorectal Cancer
- Brain Cancer**


Evaluating Information


**Brain CANCER INFORMATION ON THE INTERNET**  
For Patients & Families


A selective list of resources for conventional and complementary/alternative information on prostate cancer.


This list was last updated on: September 15, 2004.


**CANCER**


Canadian Cancer Society   
<http://www.cancer.ca/>


American Cancer Society   
<http://www.cancer.org/>


Canadian Health Network - Cancer   
<http://www.canadian-health-network.ca/1cancer.html>

Cancer Network (Free registration required)   
<http://www.cancernetwork.com>  
Select Breast Cancer from drop down menu

ClinicalTrials.gov - Linking Patients to Medical Research   
<http://clinicaltrials.gov/>

National Cancer Institute of Canada   
<http://www.ncic.cancer.ca/>

Oncolink   
<http://oncolink.upenn.edu>

People Living With Cancer   
<http://www.peoplelivingwithcancer.org>

<http://onco.ca/index.htm> Internet

Évaluer l'information - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address http://onco.ca/Evaluer\_information.htm Go Links

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[Home](#)

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[Cancer du sein](#)

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[Cancer de la prostate](#)

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[Cancer colorectal](#)

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[Cancer du cerveau](#)

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[Évaluer l'information](#)

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[Breast Cancer](#)

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[Prostate Cancer](#)

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[Colorectal Cancer](#)

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[Brain Cancer](#)

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[Evaluating Information](#)

## ÉVALUER L' INFORMATION SANTÉ DE L' INTERNET

Vous devriez toujours évaluer la qualité de l'information que vous trouvez dans Internet. Puisque n'importe qui peut créer un site Web, il est alors important que vous jugiez par vous-même de la fiabilité et de la pertinence pour vous, votre famille et vos amis, de ce contenu informatif trouvé.

Afin de vous aider à déterminer la fiabilité de l'information santé que vous avez trouvée sur un site, voici des questions à vous poser:

<b>L' AUTEUR</b>	Qui a créé le site? Pouvez-vous dire qui en est l'auteur et quelles sont ses qualifications professionnelles? Est-ce que le site est celui d'une association ou d'une organisation reconnue? Un site créé par un individu, à propos de son expérience personnelle, peut sembler intéressant, mais vous ne pouvez pas vous fier à cette information autant qu'à celle d'une organisation reconnue.
<b>MISE A JOUR</b>	Quand a-t-on mis le site à jour la dernière fois? Ceci est habituellement écrit au bas de la page. Est-ce que l'auteur a indiqué à quelle fréquence le site est remis à jour? Un site créé il y a quelques années peut être bien fait, mais il n'y a aucun autre moyen de savoir si l'information est toujours valide.
<b>CONTACT</b>	Pouvez-vous envoyer un courriel, téléphoner ou écrire à l'auteur ou à l'organisation? Cela est important en cas questions sur l'information qui est présentée sur le site.
<b>BUT</b>	Quel est le but du site Web? Est-ce que l'information y est présentée de façon objective? Faites attention si un site tente de mettre un produit ou un service en vente.
<b>EXACTITUDE</b>	Est-ce que l'information reçue est similaire à celle provenant d'une autre source? Est-ce que les

Internet





# Str**ok**Engine



Korner-Bitensky N, Teasell R, Bayley, Wood-Dauphinee S, Richards C, Barreca S, Black S, Harrison M, Jutai J, Martino R, Thomas A, Storr C, Asseraf-Pasin L, Kloda L, Donnini D. (2004-2005).

**StrokEngine – A knowledge translation tool for stroke rehabilitation.**





# StrokEngine



Canadian Stroke Network  
Réseau Canadien contre  
les accidents cérébrovasculaires

[Interventions A-Z](#)

[About StrokEngine](#)

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[Rating Evidence](#)

[Glossary of Terms](#)

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[Links](#)

[StrokEngine Team](#)

[Contact us!](#)



[Urinary Incontinence!](#)

Welcome to StrokEngine. This site focuses on Physical and Occupational Therapy interventions for stroke. Information is derived from quality articles, websites and systematic reviews. All have been reviewed using a systematic process.

[Cliquez ici pour le site français](#)



## Instructions for searching. . .

Click on any topic below. You will see three buttons. Click on the one that best suits your needs: Quick Review, In Depth Review or Family/Patient Info.

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#)  
[W](#) [XYZ](#)

	Topic	Last Update
A	<a href="#">Acupuncture</a>	01/13/05
	<a href="#">Ankle Foot Orthoses (AFO)</a>	
	<a href="#">Apraxia</a>	
	<a href="#">Aquatic Therapy</a>	
	<a href="#">Assistive Devices</a>	
B	<a href="#">Balance Training</a>	

I	<a href="#">Inpatient Interdisciplinary Rehab</a>	
	<a href="#">Intensity of Therapy</a>	
L	<a href="#">Leisure Therapy</a>	
M	<a href="#">Motor Blocking</a>	
	<a href="#">Multidisciplinary Assessment</a>	
	<a href="#">Music Therapy</a>	
N	<a href="#">Neurodevelopmental Therapy</a>	



# StrokeEngine



Canadian Stroke Network  
Réseau Canadien contre  
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[New addition](#)

## Acupuncture and Stroke

[Quick Review](#)

[In Depth Review](#)

[Patient / Family Info](#)

Acupuncture is an ancient Chinese therapy involving the stimulation of specific trigger points along the body's 18 meridian lines to help regulate the flow of Qi (energy). The meridian lines represent the normal flow of Qi through the body. It is believed that when this energy is disrupted, disease ensues. The use of thin metal needles or other acupuncture techniques is proposed to conduct Qi through its correct paths. The trigger points used are areas of the skin where Qi flows close to the surface and thus can be reached by the various acupuncture therapies.

While the exact mechanisms are not well defined in terms of Western medicine, there are biological responses that occur directly at the stimulus point and indirectly at other parts of the body.

In addition to the use of fine needles, other methods of acupuncture include:

- ♦ **electro-acupuncture** (current through the needles),
- ♦ **cupping** (suction cups on trigger points).





## Acupuncture for Stroke - Family/Patient Information

Authors: Marc-André Roy, MSc; Nicol Korner-Bitenksy, PhD



### What is acupuncture?

Acupuncture comes from ancient Chinese medicine. It has been used to treat pain in China for about 3000 years. The Chinese explanation involves Qi (pronounced Chee), an energy that flows through the body. The belief is that when this Qi is balanced (Yin and Yang), then the body is healthy. Qi flows through different lines within your body called "meridians". With the most common form of acupuncture, an expert puts very small needles into specific areas of your body where Qi flows close to the surface of the skin.

There is some evidence that acupuncture works after operations to stop pain, after chemotherapy to stop feeling sick and vomiting, during pregnancy to stop feeling sick and after dental surgery for dental pain. It has also been used to treat headaches, tennis elbow, fibromyalgia (general muscle pain), low back pain, carpal tunnel syndrome and asthma.

While we are not sure exactly how it works, 3 possible explanations have been given:

- 1- Acupuncture blocks pain from traveling in your nerves
- 2- Acupuncture causes your body to make chemicals that prevent pain
- 3- Acupuncture opens or closes your veins and arteries in important areas of the body

### Are there different kinds of acupuncture?



#### *Did you know?*

Certain types of acupuncture can be performed without needles.  
Read on to find out more.

The most popular acupuncture is performed by putting thin metal needles into the skin. Other forms of acupuncture include:

- electro-acupuncture which again uses needles through which very small electrical currents are passed;
- auriculotherapy, which uses either needles, pressure or lasers on different spots of the ear which are trigger points for the entire body;



### McGill Mini-Med School II Lecture Series

DATE	TOPIC	SPEAKER
Oct. 19	Internal Medicine: How Physicians Think	Dr. John Setrakian
Oct. 26	Neurology: Mysteries Of The Brain	Dr. Angela Genge
Nov. 2	Cardiology: The Heart Of The Matter	Dr. Steven Grover
Nov. 9	Endocrinology: How Sweet It Is	Dr. Jean-Francois Yale
Nov. 16	Imaging: Here's Looking Through You Kid	Dr. Lawrence Stein
Nov. 23	Surgery: The Cutting Edge	Dr. Gerald Fried
Nov. 30	Behavioral Science: When Is It Normal To Forget?	Sonia J. Lupien, Ph.D.
Dec. 7	Palliative Care: Compassion, Communication, Caring	Dawn Cruchet, BN, Med, CT

LECTURES WILL BE PRESENTED IN ENGLISH

WHEN: Wednesday evenings

TIME: 6:00 P.M. – Registration and Refreshments  
6:30-8:00 P.M. – Lecture

WHERE: McGill University, Faculty of Medicine  
McIntyre Medical Sciences Building  
Palmer Howard Amphitheatre, 6th floor  
3655 Promenade Sir-William-Osler  
(formerly Drummond St.)

- ▶ Would you like to understand how a doctor thinks and approaches clinical problems?
- ▶ Are you a science buff with an appetite for medical knowledge?
- ▶ Do you find new medical technology and terminology overwhelming?

If you answered yes to any of the above, you will want to sign up for the fall session of the McGill Mini-Med School II

The Faculty of Medicine, McGill University is offering an 8 week lecture series for the public, taught by McGill professors.

### Registration Information

Advance registration and payment is required

Cost for series: \$75.00 (\$35.00 for students and seniors)

No refunds after September 15, 2005

Website: [www.medicine.mcgill.ca/minimed](http://www.medicine.mcgill.ca/minimed)

E-mail: [minimed.med@mcgill.ca](mailto:minimed.med@mcgill.ca)

Tel: (514) 937-5785

### Space limited!

Registration is on a first-come, first-served basis

Please make your cheque payable to: McGill Mini-Med School II and send with this form to:

McGill Mini-Med School II  
Faculty of Medicine, McGill University  
3655 Promenade Sir-William-Osler, Dean's Office  
Montreal, Quebec H3G 1Y6

☐ Adult ☐ Student ☐ Senior (65+)

Last Name \_\_\_\_\_

First Name \_\_\_\_\_



## PHYSIOLOGY LINKS

### **Anatomy & Physiology**

*US National Cancer Institute's Surveillance, Epidemiology and End Results (SEER) Program*

[http://training.seer.cancer.gov/module\\_anatomy/anatomy\\_physiology\\_home.html](http://training.seer.cancer.gov/module_anatomy/anatomy_physiology_home.html)

SEER's web-based training modules are designed to help you gain a basic understanding of the structure and function of the human body. All the systems of the human body are included.

### **Kidney Learning System**

*National Kidney Foundation*

<http://www.kidney.org/kls/public/>

Educational site. Follow the links on the left-side panel.

### **Renal Physiology**

*McGill University Faculty of Medicine & Molson Informatics Projects*

<http://sprojects.mmi.mcgill.ca/nephrology>

"This site is an aid to understanding renal physiology and is intended to complement the lectures by Dr. Prichard in Unit 2 of the Basis of Medicine & Dentistry. It is addressed to first year students in medicine and dentistry."

### **Your Kidneys and How They Work**

*National Kidney and Urologic Diseases Information Clearinghouse*

<http://kidney.niddk.nih.gov/kudiseases/pubs/yourkidneys/index.htm>

Consumer education about kidneys and their diseases.



## Finding and Evaluating Health Information on the Net

A Guide for Mini-Med School Participants

Searching for health information on the internet can be frustrating. How do we locate relevant health information? By what criteria do we judge the retrieved information to determine its usefulness to you, your friends, or your family?

Here are some quick guidelines:

### Finding Health Information Online

If possible, begin with a reliable source. When looking for a specialist, you wouldn't just open the yellow pages and pick the first name listed, would you? The best bet is to get a referral from a trusted professional. The same principle applies to health information: Start with a website recommended by a health professional or a librarian.

Try using our list of consumer health websites as a starting point. The websites listed have been selected based on their quality and perceived usefulness:

### Selected Resources for Consumer Health Information

McGill University Health Sciences Library

<http://www.health.library.mcg.ca/resource/consumer.htm>

### Evaluating Health Information Online

Ask yourself a few basic questions about the web page and information found

#### 1. Who authored this information and how credible are they?

- The author/sponsor should be clearly identified on the page with its affiliation and contact address.
- The top domain level is a good indicator of the nature and purpose of the site: sites ending in ".gov" or ".edu" are in general more reliable since they are sponsored by governments and educational institutions. The domain name ".org" is more flexible in its usage.
- Use commercial websites (usually ending with ".com") with caution. Although reliable information may be found within, read the disclaimers and disclosures and be aware of the sites' intentions.

#### 2. How current is the information?



## Mini-Med School II

# EXTRA!

Mini-Med School II is excited to offer a hands-on computer workshop at the Health Sciences Library, given by consumer health librarians!

This one hour workshop will include:

- ▶ A tour of credible health websites and medical search engines
- ▶ Tips on finding reliable health information on the web

**When:** Wednesday evenings before Mini-Med School II, 4:45-6:00PM

**Where:** Health Sciences Library electronic classroom  
3<sup>rd</sup> floor McIntyre Medical Sciences Building

**Cost:** \$10.00 (cash) payable at the 1<sup>st</sup> Mini-Med School II lecture

WORKSHOPS WILL BE GIVEN IN ENGLISH

Space is limited! Registration is on a first-come first-served basis! Only 25 applicants per evening can be accepted!

If you are interested, please fill in the required information and mail to :

Name: \_\_\_\_\_

Tel. \_\_\_\_\_

Email: \_\_\_\_\_

# Strategies for working with other academics

- Get involved early enough to obtain some of the funding, influence planning, implementation, & sustainability
- Take a planning role
- Assume an active leadership role
- Make sure that you know as much as others: all the parts of the project, not just yours
- Build on what is already there: community structures, existing programs



# Lesson learned

- To be successful, outreach partnerships require full attention, understanding, and priority
- Combining community outreach and regular duties is difficult
- Typical library program/task-oriented atmosphere not conducive to type of effort required for community outreach
- University/home institution may not appreciate your efforts

# Future directions

- Hospital-based volunteer training (for cancer information)
- CPengine (for cerebral palsy rehabilitation interventions)
- Mini-Med II workshops, lecture
- Collaboration with public libraries
- Partnerships with community organizations
- ...

“Information literacy and consumer health are natural allies, both contributing to health and quality of life for all citizens. Programs that address and combine these two important issues will facilitate the empowerment of consumers to participate actively in the information age.”

Grant, S. (2002). Information literacy and consumer health. White Paper prepared for UNESCO, the U.S. National Commission on Libraries and Information Science, and the National Forum on Information Literacy, for use at the Information Literacy meeting of Experts, Prague, The Czech Republic.