Libraries Connecting You to Coverage: Health Literacy

Elizabeth Rapp - Jefferson-Madison Regional Library
About JMRL

- 8 branches + bookmobile + historical society
- Serve about 200,000 residents
- Both rural and urban populations
- Diverse area- students, refugees
Health Programming

Ongoing Programming
● Chair yoga
● Walking book club

Frequent Programs
● Advance directives
● Health-related apps workshop
● Meditation

One-time Programs
● Mental health for veterans talk
● T’ai Chi
● Counseling services
● Health speaker
● UVa Patient Library
Passive Programming

Book displays

Materials that patrons can keep
- MedlinePlus handouts
- NIA (National Institute on Aging)
- NIH (National Institutes of Health)
- NIMH (National Institute of Mental Health)

Handouts/materials sent to other branches for displays

Reading club kits- NNLM Reading Club
Consumer Health Literacy

Explain why health literacy is important to your colleagues

- In-service presentation
- Board presentation
- Staff meetings
- State/regional library association conferences

Circulating Fit Kits
Outreach and Promotion

Health fairs
Employee bazaar
Senior fairs

Blog posts
Social media
Flyers
Listservs
Community events calendars
Press releases
Bus and radio ads
Partnerships

Local hospitals (patient library)
Mental health clinics
Homeless shelters
Senior centers
Wellness Committees
Community Impact

- Increased access to internet
- Increased usage of library’s databases
- More recognition of library services
Questions?

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