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# **Libraries Connecting You to Coverage: Health Literacy**

Elizabeth Rapp - Jefferson-Madison Regional Library

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# 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](#)

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# 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](#)

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# Outreach and Promotion



Health fairs

Employee bazaar

Senior fairs



Blog posts

Social media

Flyers

Listservs

Community events calendars

Press releases

Bus and radio ads

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# Partnerships

Local hospitals (patient library)

Mental health clinics

Homeless shelters

Senior centers

Wellness Committees

**regionten**

innovative services for mental health, developmental  
disabilities and substance use disorders

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a better life, a better community



# Community Impact

- Increased access to internet
- Increased usage of library's databases
- More recognition of library services





# Questions?

Contact: [erapp@jmrl.org](mailto:erapp@jmrl.org)

