Libraries Connecting You to Coverage

PublicLibrary
ASSOCIATION

Libraries Connecting You to Coverage
Health Literacy Webinar

Welcome!

The Need for Help with Health

- **59%** of U.S. adults searched online for health information last year
- **> 1/3** have used the internet in an attempt to diagnose a medical condition
- **> ¼** of Internet users who looked for health information online hit a paywall

Low Health Literacy

90+ million US adults have Low Health Literacy

- Adults 65+ years of age
- Racial and ethnic groups other than White
- Recent refugees and immigrants
- People with less than a high school degree or GED
- People with incomes at or below the poverty level
- Non-native speakers of English

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What can my library do?

- Conduct a Community Health Assessment
- Develop strategies to address health needs
- Promote health through collections, services, programming and promotion
- Evaluate your efforts with Project Outcome

92% feel more confident using yoga to destress

85% learned new ways to research medical coverage

What is Project Outcome?

Outcome Measurement Made Easy
for Public Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

Public Libraries Sign Up   **Academic Libraries Sign Up**

225,737
Responses collected through **public library surveys**

1,467
Public libraries have created surveys

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A S S O C I A T I O N

Measuring Health Outcomes

Program examples include:

- Cuisine Corner: Healthy Meal Planning
- Healthy Living for Your Brain & Body
- Learning Circle: Music for Wellness
- Meditation
- Natural Solutions: Using Essential Oils
- Yoga Storytime
- Zumba

Measuring Health Outcomes

1. **You feel more knowledgeable about the health topic presented**

   Strongly Disagree   Disagree   Neither   Agree   Strongly Agree   N/A

2. **You feel more confident about taking care of your or your family's health**

   Strongly Disagree   Disagree   Neither   Agree   Strongly Agree   N/A

3. **You intend to apply what you learned to adopt or maintain a healthier lifestyle**

   Strongly Disagree   Disagree   Neither   Agree   Strongly Agree   N/A

4. **You are more aware of health-related resources and services provided by the library**

   Strongly Disagree   Disagree   Neither   Agree   Strongly Agree   N/A

5. **What did you like most about the program?**

6. **What could the library do to better assist you in learning more about being healthy?**

Measuring Health Outcomes

Health OUTCOME

Filtered Average LIBRARY

SCORING

- ■ Strongly Disagree
- ■ Disagree
- ■ Neither Agree Nor Disagree
- ■ Agree
- ■ Strongly Agree

You feel more knowledgeable about the health topic presented — **4.8** — 18% | 80%

You feel more confident about taking care of your or your family's health — **4.7** — 18% | 75%

You intend to apply what you learned to adopt or maintain a healthier lifestyle — **4.7** — 20% | 72%

You are more aware of health-related resources and services provided by the library — **4.6** — 25% | 69%

Scoring 1.0 ▬▬▬▬▬▬▬▬ 5.0

Strongly Disagree   Strongly Agree

Health
4.7
Total Survey Responses for Country: 65

Tools & Resources

- Assister Readiness materials: marketplace.cms.gov
- Community Health Assessment Toolkit: www.healthycommunities.org/Resources/toolkit.shtml#.XMxoEOhKg2w
- Centers for Medicaid and Medicare Services: cms.gov
- Coverage plans: Healthcare.gov
- Community of Practice: Enrollmentloop.org
- Health news for your library: Publiclibrary.health
- PLA's Libraries Connecting You to Coverage Initiative: www.ala.org/pla/initiatives/connectingyoutocoverage
- PLA's Project Outcome: projectoutcome.org
- Turning the Page: www.publiclibraryadvocacy.org
- National Network of Libraries of Medicine: nnlm.gov
- Community Catalyst: www.communitycatalyst.org

Questions?

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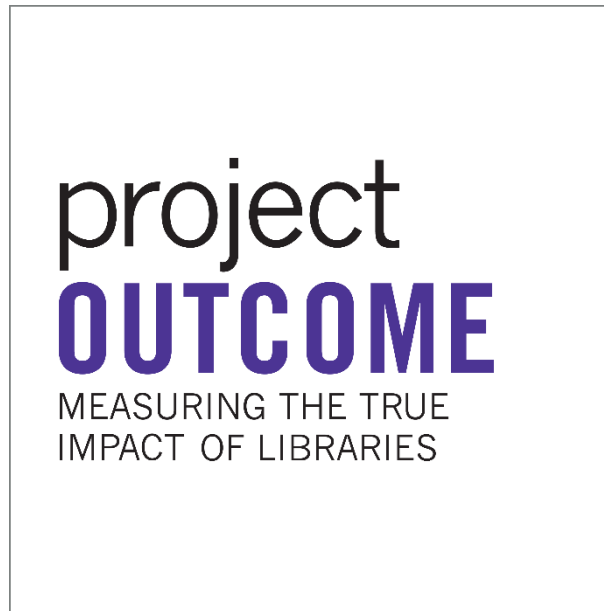
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Measuring the Success of Health Programs and Services

www.ala.org/pla/education/onlinelearning/webinars

Thank You!