

Access to Health Information for Denver

Denver Public Library and Denver Healthy People 2010

Abstract

The Denver Public Library (DPL) provides an extensive and heavily used website providing information access to the public. One specific section focuses on health and medical information. Denver Healthy People 2010 (Denver HP 2010), based in the Denver Department of Environmental Health (DEH), has a web site which targets the public health professionals and community organizations of those who would provide health promotional services to the Denver area public. Through cooperative efforts and employing a professional health educator on a temporary contract basis, the Denver Public Library and Denver Healthy People 2010 propose to markedly improve both of their websites and do extensive outreach to the community, improving electronic access to health information for all the citizens they serve.

The primary purpose of this project will be the consumer level site, hosted and fully integrated on the DPL web page. The target population for this site will be the residents of Denver's Whittier neighborhood, a poor and ethnically diverse community which has been identified to be at high risk for multiple health problems. The professional health educator will do an in depth community needs analysis, research appropriate web resources, design a web site, and facilitate community outreach. Through focus groups and key informant interviews, more specific needs and concerns of this population will be determined; web resources will be sought (in both English and Spanish) and compiled. The website will highlight links to MEDLINEplus (both English and Spanish versions), to ClinicalTrials.gov, to TOXNET, and to PubMed, and will review other NLM databases for possible inclusion. It will also include additional local resources, many of the currently linked online resources, and selected health promotion sources that address community concerns. The resulting site (English and Spanish versions) will be tested in Whittier, and in three other locations throughout the city. Following implementation of needed changes, the new DPL Health /Medicine site will be launched on the parent site, and be freely available on the Internet. Training will be provided for DPL staff, community leaders, and individual customers, in both English and Spanish, including training in the use of PubMed and TOXNET for those members of the community who would like access to more in depth medical literature than MEDLINEplus offers. Evaluation will include both qualitative and quantitative input, such as usage, customer surveys, and tabulation of the destinations where users exit to on leaving our site. Substantially increased usage of this site, significant participation in training, and many positive comments from both individuals and leaders in this community is anticipated.

In addition, the Denver HP 2010 website will be developed through a parallel research and development process. The Denver HP 2010 has been very effective in networking with and developing a coalition of public health and community and faith-based

organizations devoted to improving the health and quality of life for Denver citizens and eliminating health disparities in Denver, as based on the national Healthy People 2010 model and guidelines. They have very broad-based community involvement. Denver HP 2010 already links to MEDLINEplus as a general resource and specifically for a variety of topical areas. These links will be more prominently positioned in the new site, and other NLM databases will be considered for inclusion, as well. Outreach will include training of coalition members in the use of both websites, PubMed, TOXNET, and ClinicalTrials.gov. The improved Denver HP 2010 website will receive much heavier usage, and professional and community leaders will draw upon its resources regularly in developing public health services within Denver and the surrounding area.

Through the partnership and vital community feedback, the development of each website will support and enhance the development and promotional efforts of the other, thereby multiplying the usefulness and effectiveness of both sites for the health of the citizens of Denver and throughout Colorado. This, combined with effective outreach efforts, will markedly improve access to electronic health information in the greater Denver area.

The Denver Public Library with Denver Healthy People 2010 agree to perform the following tasks:

Hire a professional health educator.

Enhance DPL's web site to provide more effective access to meaningful and quality health information in both English and Spanish.

- DPL's website will include guidance in Spanish on the DPL homepage, directing Spanish-speaking users to pages dedicated to Spanish language content.
- All publicity and training materials for the public will be prepared in both Spanish and English.
- Feedback from the community will be used to select appropriate dialect, vocabulary and style.

Improve DPL's Health/Medicine website to reflect the needs and desires of Denver's Whittier neighborhood, a representative community of Denver's low income African American and Hispanic populations.

- The DPL Health/Medicine website will incorporate the findings and recommendations of the Health Educator as determined through community based focus groups and key informant interviews.
- Appropriate sites, selected to address community health concerns, along with MEDLINEplus in both English and Spanish, will be tested among community residents, and their recommendations incorporated into the final site.
- Ease of access in both Spanish and English and meaningful content that addresses both needs in ethnically sensitive fashion will be provided.

- Two community residents will be recruited and offered a small stipend to sit on the Advisory Committee of the Denver 2010 focus group that will assess the needs of the neighborhood Head Start Parents.
- The draft website will be translated into Spanish. It will be tested and revised with input from the Whittier residents and library customers at 3 additional DPL locations, (Byers Branch, Woodbury Branch, and Central)
- The revised site will be translated into Spanish and the final site will be launched.

Improve DPL's Health/Medicine website to incorporate the promotion of healthy living, the prevention of illness, disability and premature death in Denver.

- The DPL site will incorporate additional health links.
- MEDLINEplus in both English and Spanish, will receive prominent focus.
- The DPL site and the Denver Healthy People 2010 site will link to one another and will emphasize this connection more effectively.
- The DPL website will specifically incorporate resources which address the health concerns of Denver residents, particularly those in Denver's Enterprise Communities, as documented in "Healthy Communities Healthy Denver: Denver Health Benchmarking Project Summary"
<http://198.202.202.66/admin/template3/forms/ECReport.pdf>

Make DPL's Health/Medicine website more user friendly for all Denver citizens.

- Testing of the DPL website will include DPL staff, customers at 3 DPL locations, and an online survey. Input from testing and surveys will be incorporated into DPL site development.
- Testing will be conducted through DPL's teen services initiative, and will indicate the degree of our effectiveness. Efforts may be directed toward further enhancements of teen health resources based upon this input at a future time.

Enhance the degree and effectiveness of DPL's services to Hispanic, African American, and low income customers, particularly those who are residents of Denver's Enterprise Communities, through community participation in the creation, design, and implementation of effective health information outreach.

- Use insights from the Health Educator's summary of focus group and key informant interviews to develop librarian training programs on the use of the new web pages and resources.
- Recommend materials to DPL's Collection Development Department to reflect these concerns.
- Solicit input from residents of the Whittier neighborhood through focus groups, key informant interviews, and testing prior to launch of the reconstructed website to encourage ongoing input.

Establish strategic partnerships with community organizations, and community leaders, particularly those active in the Whittier neighborhood of Denver.

Increase community awareness of resources and services available to them through the Denver Public Library, its web site, and the Internet.

- Community leaders will be trained and enlisted in the promotion of library resources.
- Additional promotion of these resources will be by standard DPL outreach services and whatever community-based recommendations arise.

Teach non-users, and those who only use the Internet for email or games, the ease and personal value of access to quality electronic health information.

- Two PC's at the Ford-Warren Branch Library will be reserved for demonstration and training purposes for 3 months after launch of the new DPL site.
- Ford-Warren staff will determine whether this is cost-effective and whether or not to continue to designate such PC's for training and demonstration following this 3 month trial period.
- Library staff will encourage, monitor and document usage of these terminals throughout this trial period.
- Train 70% of the community organizations that are part of the Denver HP2010 group.
- Train 200 Whittier neighborhood members.
- Reach 20-30% of the Whittier neighborhood by word of mouth, and through outreach and publicity projects.

Enhance the skills and abilities of DPL staff in targeted and test site locations in health information access and in community outreach.

- The Health Educator will provide instruction, including methodology of focus groups, key informant interviews, and all evaluation practices, to DPL librarians in training sessions.
- Training will also be provided in the use of the new web sites and databases including MEDLINEplus, PubMed, ClinicalTrials.gov, and TOXNET.
- These sessions, and the accompanying handouts will be made available to DPL and other library personnel through video tapes of the sessions, and provided to targeted and test site personnel in preparation for testing. Surveys among DPL and other library staff will evaluate the usefulness of these materials for future projects.
- Copies of video tapes will also be available for check out by library patrons, and would be available for use at community meetings to reach people in a setting where they routinely congregate.

The Denver Healthy People 2010 website will be developed to meet the needs of the professional and community and faith-based organizations in the Denver area through a series of objectives parallel to that of the DPL page.

- Outreach and training will be provided for professional and community groups in the use of the website, including demonstration of MEDLINEplus, PubMed, ClinicalTrials.gov, and TOXNET.
- Marketing will be via the Healthy People coalition, website, and e-announcements to Denver community organizations, and other avenues as determined through key informant interviews and the advisory group.

Develop and facilitate an Advisory Committee to provide input and guidance for the planning, implementation and evaluation of the site.

Provide professional public health promotional expertise in the selection and oversight of public health education contractors.

Provide a connection with Denver HP2010 membership for networking and integration into existing efforts to provide information to the public, and for connecting the resources that members have or represent.

Provide web-site platform and tech support for HP2010 site.

Will use the Usability Engineering (UE) system, as developed by Sanjay Koyani and James Mathews, in all aspects of the design and testing of both Web sites.

The Denver Public Library will:

1. Contract with a public health education expert for the web site development.
2. Contract with a professional translation service to translate materials.
3. Contract with a public health education expert to train librarians to use the site, and materials, to conduct outreach to the target group.
4. Contract with a public health education expert to conduct outreach to the target groups.
5. Provide outreach via contracted public health education professional together with librarians at Ford-Warren Branch Library and Reference Department Outreach Librarian.
6. Email answers to health related questions.
7. Maintain the web site after the award period has ended.

DPL with HP2010 will Publicize the Project by:

- Using established avenues of publicity, including press releases, e-announcements, distribution of fliers and posters
- Implementing new promotional ideas developed at DPL, i.e. bookmarks targeting seniors/retirees, to-do notepads, book covers, etc
- Soliciting input of the target population of the Whittier community, its health care professionals, and community organization members.
- Using personal contacts in professional organizations.

Evaluation

Throughout the grant period data will be gathered to give information on how the program might be adjusted to better meet its goals and objectives. At the end of the grant period a summative evaluation report will be produced to assess the impact and results of the project. The following assessment and evaluation methods will be used:

Program Development phase:

- Data gathering by Denver HP2010 through a focus group consisting of parents in the Whittier neighborhood Head Start Program
- Baseline data gathered on number of hits to HP2010 Web site.
- Key Informant Interviews (KII) of Whittier residents, knowledgeable community leaders and service providers.
- Focus groups of the Advisory Committee.

Program Design Testing Phase:

- Testing of prototype Web Features, Librarian Training Plan, and Outreach-PR Plan on the Advisory Committee, and Whittier librarians

Program Implementation Phase:

- Each objective makes use of specific evaluation techniques to include: observation, usage of websites, report of key informants, number of hits to websites, customer surveys, focus groups, library circulation statistics and reference surveys, attendance at community meetings and participation in training sessions.
- User questionnaires on websites
- Post tests at outreach presentations
- Post tests at librarian training sessions

Program Summative Evaluation Phase:

- Use of data gathered in the Implementation Phase, an Advisory Committee focus group will be used.

Timeline

See attached timeline.

Deliverables

Deliverables to be submitted to the NN/LM-Midcontinental Region in Salt Lake City, Utah:

- Quarterly Reports due every three months beginning June 1, 2003 using the form available at the NN/LM-Midcontinental Region website.
<http://nnlm.gov/projects/submitter.html?code=mcrquarterreport>
- A final report including the final evaluation.
- Promotional materials developed for the project.

- Training materials developed for the project, including video tapes.
- Evaluation materials including analysis of collected data.