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start date 06-01-03

end date : 08-31-03

**Publicity:**

Promotional activities were mainly carried out via "word of mouth". All project members continue to inform consumers and colleagues about the sound files at every opportunity. Once more audiofiles are online on the Website, formal publication and promotional activities will take place.

**Outreach Sessions:**

No formal events.

**Other accomplishments:**

We have been working with our partner organizations to insure that we have all their most current publications.

**Target audience:**

1. I have reviewed updated statistics on Americans whose 1st language is not English, and have gained further insight:
2. There is a significant amount of foreign-born residents who have not benefitted from English-as-a-Second-Language instruction. We must focus extra efforts to reach these people, so they can get the health information they need.
3. Overall, 21% of Americans are functionally health illiterate, and 27% are only marginally health literate. Minorities and immigrant populations are among those who are especially at risk for health illiteracy.

**Goals, Outcomes, Objectives:**

We have found that the recording process is more complicated than originally foreseen. Narrators sometimes have questions about individual publications. It is very useful to give them a copy of their brochure(s) in enough advance time so they may read through them carefully, and formulate any questions they may have. Then we can answer the questions and resolve any issues before recording begins.

**Evaluation:**

I have reviewed a few minority group publications to get a feel for what they need, and the best way to present this new resource. As before noted, I have also reviewed some new literacy statistics among Americans who speak English as a second language. This will better enable us to serve this diverse population, and to market the resource once we reach the promotional phase.

**Impacts and Observations:**

Off-campus colleagues that I speak with share their feelings. The consensus is that there is a great need for non-English health information in an audio format. I am excited to monitor the use this project will get once more sound recordings are online.

**Planned Activities:**

We will continue to record and post online the audiofiles. If a sufficient amount of sound recordings are on the site, we will begin to visit area libraries to promote the service toward the end of the quarter.