

Quarterly Report

Name and address of reporting institution:

Grillo Health Information Center
1001 Arapahoe Ave. 2nd Floor
Boulder, CO 80302

Project Title: Grillo Senior Center Outreach Project

Name of person submitting report: Johnny Daurio

Email address: daurioj@bouldercolorado.gov

Telephone number: 303 956-4152

Reporting Period start date: July 16, 2009

Reporting Period end date: October 15, 2009

Publicity: The Grillo Health Information Center has included this project in verbal and written communications to various members of the community. This project has received publicity through informal contacts and information sharing among stakeholders and interested parties.

Outreach:

Other accomplishments: The Grillo Health Information Center has established an on-site presence at the Golden West Retirement Community as a result of the experiences with the Senior Center Project. Each month, a trained volunteer spends one-on-one time with residents of this retirement community who have scheduled an appointment. The Grillo Health Information Center volunteer provides caring support to help the senior citizen frame the health question, and understand exactly what information they need. This is conducted in a private, confidential setting – a room reserved for this specific purpose. The Grillo Center volunteer then provides assistance to capture the evidence-based health information immediately, or upon completion of the health literacy interview, conducts the research for the patron. Relevant documents are subsequently provided to each patron. The collaboration with the Golden West community has been very positive.

Target audience: We have found that other senior citizens beyond the West Senior Center itself are very interested in accessing reliable health information. That is one reason why we have established another site where health literacy services can be provided to a greater number of seniors. We anticipate these efforts will expand beyond this one retirement center and senior center.

Goals, Outcomes, Objectives: Successes of this project include enhanced prominence for the Grillo Health Information Center and the Senior Center. Some seniors who have accessed services through this project have provided positive evaluations. Some seniors

have not taken full advantage of the services because they have perceived the resources to be for people in ill health. We have learned that marketing health information services is an important element to helping others understand that any health question can be researched, not just for those with new diagnoses, or need for prescribed treatment or medications. We anticipate expanding our outreach to the East Senior Center in early 2010 and will modify our objectives and presentation strategies to address the wider use of this health information resource.

Evaluation: The evaluation activities that have occurred during the reporting period have been standard distribution to patrons and collection of customer satisfaction surveys. Formal questions asked in each survey address the quality, relevance, and benefit of the health information received. There are also optional demographic questions regarding gender, age, income, ethnicity that are used to obtain a better picture of the population accessing these services. The volunteer maintains a utilization log as well.

Impacts and Observations: We have found that the largest impact has occurred at the beginning of the project where this service was new. Curiosity on the part of the senior population helped us promote this service to individuals. We found that on certain busy days, group exposure was enhanced. Our services have been impacted by the economic downturn and budget reductions of the senior center. At the same time, staff has recommended we expand the project's health information services to the East Senior Center across town. We intend to take the initial experience of start-up at the West Center and apply lessons learned to creating a health information resource presence at the East Center. Part of the strategic planning is intended to include those seniors who specifically benefited from these services. Hearing from peers is a good way to encourage acceptance and utilization of these services.

Planned Activities: As mentioned above, we plan to expand health information services to the East Senior Center in early 2010. We are exploring additional ways to expand beyond the one retirement community as well. Our new web design and development is underway. The intent is to make it more attractive and user-friendly for seniors and other citizens to access our health information services.